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**ALBERTA FERRETTI REVEALED AS NEXT DESIGNER TO COLLABORATE
FOR MACY'S CAPSULE SERIES**

"Alberta Ferretti for Impulse only at Macy's," featuring ultra-feminine silhouettes and vibrant hued pieces, set to launch in select Macy's stores nationwide and on macys.com on April 17

NEW YORK, NY – (February 1, 2012) – Macy's today announced the continuation of its successful designer collaboration series, with a collection by Alberta Ferretti for its contemporary fashion "Impulse" department. The collection encompasses feminine dresses in a variety of lengths, lightweight pants, peasant style blouses and knitwear. The limited-edition capsule will be available in approximately 185 Macy's stores nationwide and on macys.com beginning April 17, just in time for the spring shopping season.

"Macy's has given me the opportunity to experiment with my capsule collection using Italian quality and tradition, as well as with such wonderfully affordable prices," said Alberta Ferretti. "The collection I created is fresh and bright, featuring light summer clothing that evokes the spirit of my beautiful country and is at the same time true to my style. Macy's numerous prestigious locations, as well as its important online presence, have been a unique and exciting opportunity for me to gift my 'Italian Dream' to a vast and diverse audience."

"Alberta Ferretti's thriving business, international appeal and modern aesthetic enticed us to collaborate with her on the next Macy's designer capsule collection," said Jeff Gennette, Macy's chief merchandising officer. "An irresistible combination of bohemian styling and figure-conscious silhouettes, the 'Alberta Ferretti for Impulse' collection will strike just the right chord with our 'Impulse' customer."

"Alberta Ferretti for Impulse only at Macy's" takes cue from the feminine and modern styling of her namesake label, focusing on delicate fabrications like chiffon and voile to create style-conscious pieces made for the everyday woman. From bohemian styling to garden party fashions, the capsule is heavily influenced by Alberta's Italian heritage. The juxtaposition of saturated oranges, pinks and teals offset the muted whites and tans that create a breezy, laid back mood reminiscent of the Amalfi coast. Key items will include bold hued dresses in maxi and strapless styles, bohemian blouses, oversized and abstract floral prints and macramé and lace detailing, priced on average from \$49 – \$119.

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“Alberta’s sensibility is full of energy and when linked to her heritage, is interpreted in a unique manner for Macy’s ‘Impulse,’” said Nicole Fischelis, Macy’s group vice president and fashion director. “The collection is full of surprises with fabulous crochet and lacy knits, sensuous draped dresses and whimsical prints that translate into a color palette evoking the sky and the sea of the coast of Amalfi, the sophistication of Capri, and the Italian lifestyle.”

Alberta Ferretti always knew she was destined for the fashion industry. With a couturier as a mother, she spent her childhood surrounded by seamstresses in the laboratory of a dressmaker’s workshop. She opened her first boutique at a very young age, and soon after, decided to design and produce her first collection where she experimented with all she had learned about high-quality finishing and accurate execution. During the 80’s, she founded the eponymous company in San Giovanni in Marignano, and presented her collection on the catwalks of Milan, the capital of pret-a-porter. Another line was soon added to the main collection: *Philosophy di Alberta Ferretti*, a younger and more urban line. In 2010, Alberta Ferretti launched her bridal collection *Forever*, and in 2011, at Pitti Immagine she presented her demi-couture collection Alberta Ferretti *Limited Edition*. The company soon grew with the implementation of a corporate structure, as a result of the arrival of her brother Massimo, who today is the Chairman of Aeffe SpA, the corporate umbrella for brands such as Alberta Ferretti, Moschino, Jean Paul Gaultier, Pollini, Cacharel and the newborn Cedric Charlier. The Alberta Ferretti presence continues to strengthen worldwide with boutique openings in every fashion capital from New York to Los Angeles, Milan to Paris, Moscow to Tokyo, and London to Dubai.

Additional designers in the series will be announced individually in advance of each capsule. For more information about “Alberta Ferretti for Impulse only at Macy’s” and Macy’s designer capsule collection series, please visit www.macys.com/pressroom. To shop this collection, please visit www.macys.com/impulse.

About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy’s stores and macys.com offer distinctive assortments including the most desired family of exclusive and fashion brands for him, her and home. Macy’s is known for such epic events as Macy’s 4th of July Fireworks® and the Macy’s Thanksgiving Day Parade®, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy’s helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

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