

**Macy's Honors Lunar New Year 2017**  
**Tuesday, January 24, 2017 02:00:00 PM (GMT)**

*The "Year of the Rooster" celebrations begin on January 28*

This month, Macy's stores nationwide will pay tribute to Lunar New Year 2017 with a wide array of educational activities and special events to commemorate the "Year of the Rooster." Through artistic performances, music, fashion, in-store visuals and cosmetic presentations, Macy's will celebrate Lunar New Year highlighting this year's characteristics which instill diligence and courage.

"Macy's is proud to continue our long-standing commitment to diversity, inclusion and respect," said William Hawthorne, senior vice president of Diversity Strategies, Macy's, Inc. "Whether it's through specialized product assortment, in-store events or community partnerships, we strive to celebrate the diverse cultures of our customers and employees in a bigger and better way each year. I am so excited for our Lunar New Year 2017 festivities to begin."

Family-friendly Lunar New Year-themed events will take place in select stores across the country including California, Hawaii and New York from Jan. 18 through Feb. 5. These festivities will feature traditional activities ranging from Lion Dance and instrumental performances to cosmetic tutorials, fashion presentations, authentic refreshments and live music. Select stores will also feature specially curated Mandarin costumes from the Museum of Chinese in America.

As the gifts destination, Macy's is proud to offer a variety of Lunar New Year-themed products. Cosmetics, accessories and fragrances will be featured throughout stores, including specialty celebratory products, packaging, samples, and gifts with purchase. Fashion jewelry will showcase a variety of Lunar New Year product across categories and *Michael Kors* will offer an exclusive "Year of the Rooster" key charm in a festive cherry and gold. Additional holiday products include items in fashion, home, bedding, *Godiva*<sup>®</sup> chocolates and housewares, all in the traditional red and gold color palette.

Macy's Lunar New Year festivities will also include commemorative window display treatments, local advertising and comprehensive tourism outreach detailing shopping trips, exclusive savings and events for travelers visiting from China during the holiday.

Below are the dates and locations for *Macy's Lunar New Year* in-store celebrations:

**Macy's Herald Square – New York, NY – Jan. 18**  
**Macy's South Coast Plaza – Los Angeles, CA – Jan. 28**  
**Macy's Ala Moana – Oahu, HI – Jan. 28**  
**Macy's Santa Anita – Arcadia, CA – Jan. 28**  
**Macy's Flushing – New York, NY – Feb. 5**

For a complete listing of specific event details and additional information please visit [www.macys.com/lunar](http://www.macys.com/lunar).

**About Macy's**

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 734 locations in 45 states, the District of Columbia, Puerto Rico and Guam, as well as to customers in the U.S. and more than 100 international destinations through its leading online store at macys.com. Via its stores, e-commerce site, mobile and social platforms, Macy's offers 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<sup>®</sup> and the Macy's Thanksgiving Day Parade<sup>®</sup>, as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Macy's flagship stores -- including Herald Square in New York City, Union Square in San Francisco, State Street in Chicago, and Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and are leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers and employees, Macy's helps strengthen communities by supporting local and national charities giving more than \$69 million each year to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit our online pressroom at [macys.com/pressroom](http://macys.com/pressroom).

View source version on businesswire.com: <http://www.businesswire.com/news/home/20170124005405/en/>

--30-- SB/CL

Contact:

Macy's, Inc.  
Alyssa Bendetson  
646-429-7447  
[Alyssa.Bendetson@macys.com](mailto:Alyssa.Bendetson@macys.com)  
or  
Christine Olver  
646-429-5713  
[Christine.Olver@macys.com](mailto:Christine.Olver@macys.com)

Copyright Business Wire 2017  
1.2

**Industries:** Women, Other Consumer, Entertainment, Department Stores, Luxury, Other Entertainment, General Entertainment, Home Goods, Children, Teens, Retail, Cosmetics, Fashion, Other Retail, Consumer, Family, Men  
**Languages:** English  
**Primary Identifiers:** M-US  
**Related Identifiers:** M-US  
**Source:** Macy's, Inc.  
**Subjects:** Product/Service