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MACY'S RECEIVES HARLEM'S FASHION ROW "VANGUARD AWARD"

Retailer recognized for commitment to diverse designers and its vendor program

NEW YORK – Sept. 11, 2015 – Macy's was honored by Harlem's Fashion Row (HFR) with the organizations prestigious "Vanguard Award" at its 2015 Fashion Show and Style Awards. It was presented to Macy's in recognition of the retailer's contributions towards the advancement of minorities during a standing-room only New York Fashion Week event on Thursday evening.

HFR's event showcased three new designers' collection and celebrated the works of fashion designers, celebrity stylists, and media personalities, including HFR "Icon 360" award winner actress Tracee Ellis Ross, of TV's hit comedy, *Black-ish*, and "Trailblazer Award" winner Bevy Smith, of Bravo's "Fashion Queens."

Since its inception eight years ago, Harlem's Fashion Row, an influential arts and entertainment organization, has established itself as a platform for emerging fashion talent of color and has featured more than 30 designers of color during its Fashion Week shows. HFR's mission is to discover and showcase these up and coming talents and to provide them with real business opportunities in an industry that is not often accessible to them. HFR's Vanguard Award is given to an organization connected to the fashion industry that it feels deserves to be recognized for helping the advancement of people of color in fashion over time.

"Years ago, Macy's was known to be one of the largest retailer's in the world and today Macy's is [also] known for several firsts that changed retail forever, including their effort to diversify fashion – from the bottom to the top," Harlem's Fashion Row CEO Brandice Henderson told the style trailblazers, fashion influencers, and celebrities in attendance, including singer Mary J. Blige.

Harlem's Fashion Row specifically recognized the retailer's commitment to supporting and nurturing designers of color, like B Michael, the iconic fashion legend whose glamorous designs are beloved by celebrities, such as Beyoncé, Cicely Tyson, and Angela Bassett. His ready-to-wear collection, B Michael America Red, is featured exclusively at Macy's. In addition, the group highlighted Macy's "dedication to vendor diversity" advancements, inclusive of its Fashion Incubators and women and minority vendor development program.

Henderson presented the award to Shawn Outler, Macy's Senior Vice-President of Multicultural Business Development, who accepted on behalf of Macy's. In her speech, Henderson pointed out that in her roles at the retailer, Outler "has permanently created opportunities for all sorts of multicultural designers, like B Michael, and many others. The work she has done on the Macy's platform and her eye for noticing the need of diversity are [why we've selected] her and Macy's for the 2105 Vanguard Award."

Outler shared how the vendor and supplier diversity business development program that she authored in 2011, The Workshop at Macy's, has helped created fashion and retail success stories by providing more than 71 designers and multicultural businesses with the real-world tools and knowledge to take them to the next level in the retail marketplace. In fact, she noted how proud it made her to see several past

participants of the weeklong annual program, which features courses on marketing, financing, sourcing, assortment planning and merchandising, in attendance at the HFR event.

“On behalf of Macy’s, we’d like to thank ...the entire Harlem’s Fashion Row organization for this incredible honor. To acknowledge Macy’s contribution is clearly a distinction of note for our entire company,” Outler said. HFR’s work is “truly making a difference in putting Black fashion and its designers at the forefront,” Outler added after the event. “From our fashion incubators, which cultivate design talent of all backgrounds in several cities across the country to The Workshop at Macy’s...Macy’s has been at the forefront of engaging and supporting multi-ethnic, diverse talent that will shape the future of fashion.”

In addition to Macy’s, HFR honored many fashion industry power players with awards, including actress Tracee Ellis Ross (“Icon 360 Award”); Bevy Smith, of Bravo’s *Fashion Queens* (“Trailblazer Award”); international celebrity fashion stylists Groovey Lew (“Maverick Award”) and Misa Hylton (“Maverick Award”); Rachel Johnson, of the Thomas Faison Agency (“Stylist of the Year Award”); Azede Jean-Pierre (“Designer of the Year” Award), and Kahlana Barfield, *InStyle* Magazine Fashion & Beauty Editor (“Editor of the Year” Award).

Following the awards presentations, HFR presented the collections of three emerging designers of color: Meagan Wellman (M-SEW), Thulare Monareng (The Fashion Deli), and Fe Noel (Fe Noel). Their works were also given a major platform when HFR presented them to fashion editors and influencers through a series of New York Fashion Week events, including a fashion editors’ preview lunch, an Awards luncheon, and a Shop, Brunch, and Be Social Pop-Up Shop.

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About Macy’s

Macy’s, the largest retail brand of Macy’s, Inc., delivers fashion and affordable luxury to customers at approximately 775 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® and the Macy’s Thanksgiving Day Parade®, 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.

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