



For Immediate Release

CONTACT: Holly Thomas
646.429.5250/Holly.Thomas@macys.com

Julie Strider Fukami
646.429.5213/Julie.Striderfukami@macys.com

**STARS SIZZLE AND DESIGNERS SHINE AT THE GO RED FOR WOMEN® /
THE HEART TRUTH® RED DRESS COLLECTION™ FASHION SHOW
KICKING OFF MERCEDES-BENZ FASHION WEEK**

Fashion Incubator designers housed at Macy's in the limelight alongside top designers Carolina Herrera, Nicole Miller, Mark Zunino and more

NEW YORK – February 7, 2014 – The Red Dress Collection kicked off Mercedes-Benz Fashion Week in New York City last night with a star-studded runway backed this year by the first-ever collaboration of the American Heart Association's Go Red For Women movement and the National Heart, Lung and Blood Institute's (NHLBI) awareness campaign, The Heart Truth.

The Red Dress Collection has kicked off Fashion Week since 2003 with celebrities taking to the runway and this year was no different. **Lindsey Vonn, AnnaSophia Robb, Colbie Caillat, Giada De Laurentiis, Bella Thorne, Daphne Oz** and **Jill Martin** wowed in red gowns created by top designers including **Carolina Herrera, Nicole Miller, Carmen Marc Valvo** and **Mark Zunino** and introducing **Lagi Nadeau, Annina King,** and **Sarah Liller** from Fashion Incubator programs housed at Macy's in Chicago, Philadelphia and San Francisco.

"It's an exciting night for the leaders in the fight against heart disease and icons of fashion to come together," said Martine Reardon, chief marketing officer of Macy's. "With the star power of both celebrities and designers, including the young designers of the Fashion Incubators housed at Macy's across the country, this was an evening that gave credence to the true power of red and its ability to unite so many in the movement for women's heart health. Macy's is proud of our 10 years and \$46 million in support of Go Red For Women, and we were honored to be a part of tonight's incredible Red Dress Collection 2014 show."

More than 900 fashion-forward, health-minded attendees turned out in red to support the cause. The event kicked off with Martine Reardon and Nancy Brown, chief executive officer of the American Heart Association, welcoming the audience. Star Jones, who is a heart disease survivor and an American Heart Association National Volunteer, shared her passionate heart story and introduced the premier of Go Red For Women's new digital film, *The Common Thread*. Twenty-two celebrities then walked the runway in their own style—some walking, dancing, and even twirling—to make a statement in red, dressed by both world-renowned designers as well as emerging designers in the fashion incubator programs at Macy's.

The Fashion Incubator program provides six emerging designers each in Chicago, Philadelphia and San Francisco with the resources – including work space, mentoring and workshops/classes to launch their careers in fashion. **The Chicago Fashion Incubator at Macy's on State Street, Philadelphia Fashion Incubator at Macy's Center City** and the **Fashion Incubator San Francisco at Macy's Union Square** are each individual 501(C)3 not-for-profits housed at Macy's with strong community and industry support in their respective cities. One designer was chosen from each city to present a red dress at last night's show.

Lagi Nadeau, a designer with the Chicago Fashion Incubator at Macy's on State Street had the honor of dressing Martine Reardon. "I'm proud that programs like the fashion incubator are cultivating young talent and that these designers have the opportunity to be displayed on a national stage. Lagi did an amazing job creating this custom red dress that I wore tonight." stated Reardon. Nadeau's label *LAGI NADEAU* blends high-end sophistication with a dash of edge. The burgundy sequined dress has a plunging v-neckline, long sleeves and an A-line silhouette.

Annina King, a designer with the Philadelphia Fashion Incubator at Macy's at Center City designed the dress worn by Jill Martin. King's label *Granaté Prêt* is an artisanal ready-to-wear collection evoking the detailed process and limitless luxury of custom design. The gown designed for Jill Martin is a fitted midi-length red sheath with ribbons that create illusion details in the bodice.

Sarah Liller, a designer with the Fashion Incubator San Francisco at Macy's Union Square designed Daphne Oz's gown. Liller's label *Sarah Liller, San Francisco* is a women's wear line that is feminine, yet versatile, inspired by the city's culture. The gown she designed for Daphne Oz is patch-worked chiffon and lace, which is then pleated to add texture and movement to the silhouette.

The Red Dress symbol made its debut as the national icon for women and heart disease awareness during Fashion Week in 2003 in partnership with America's top fashion designers, helping to bring the important issue of heart disease in women into the national spotlight. A year later, the AHA's Go Red For Women was officially launched with Macy's as its founding national sponsor. Over the past decade, Macy's has brought awareness of the issue to consumers across America raising \$46 million for the cause through efforts like the Red Dress pin sale and three exclusive red dresses that give 10 percent of the purchase price back to Go Red. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's and the Red Dress Collection Fashion Show is sponsored by both Macy's and SUBWAY® restaurants.

Go Red For Women

Go Red For Women is the American Heart Association's national movement to end heart disease in women. We are committed to the fight, for as long as it takes. The American Heart Association's Go Red For Women movement advocates for more research and swifter action for women's heart health. The American Heart Association's Go Red For Women movement was created by women, for women. Because our health is non-negotiable, because we have the power to save our lives, and because the best force for women is women. The American Heart Association's Go Red For Women movement is nationally sponsored by Macy's, with additional

support from our cause supporters. For more information please visit GoRedForWomen.org or call 1-888-MY-HEART (1-888-694-3278).

The Heart Truth

The Heart Truth is a national campaign for women about heart disease and is sponsored by the National Heart, Lung, and Blood Institute, part of the National Institutes of Health, U.S. Department of Health and Human Services. Through the campaign, the NHLBI leads the nation in a landmark heart health movement embraced by millions who share the common goal of better heart health for all women. The centerpiece of The Heart Truth is the Red Dress, which was introduced as the national symbol for women and heart disease awareness in 2002 by the NHLBI. The Red Dress reminds women of the need to protect their heart health, and inspires them to take action.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE:M), delivers fashion and affordable luxury to customers at approximately 800 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, Dadeland in Miami and South Coast Plaza in southern California -- are known internationally and leading destinations for visitors. Building on a more than 150-year tradition, and with the collective support of customers, employees and Macy's Foundation, Macy's helps strengthen communities by supporting local and national charities giving more than \$70 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.

###