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Thalia Sodi Expands Macy's Collection With First-Ever Line Of Intimates

The celebrated superstar adds romantic sleepwear to her eponymous collection, along with a new shapewear line, Thalia by Leonisa, both exclusively at Macy's

NEW YORK, NY – July 18, 2016 – Macy's today announced that international superstar Thalia Sodi, whose eponymous fashion and accessories line is sold exclusively at the retailer, has expanded into the intimates category, offering a range of chemises, robes and pajamas that inspire women to feel glamorous and comfortable. In addition to sleepwear, the new Thalia by Leonisa collection of shapewear and bras flatter and highlight women's curves in a celebration of self-love and confidence.

"My collection is all about bold and exciting items that make women feel strong and confident, but also comfortable as they lead their dynamic lives," said Thalia Sodi. "Intimates were a natural next step for the line. The pieces make women feel sexy and alluring, and it's just for them, not anyone else."

With slinky wrap robes, flirty negligees and cozy pajama sets, the Thalia Sodi intimates line is rendered in a diverse color palette, ranging from classic black and ivory hues to soft pastels, coquettish florals and jewel tones, with the beloved iconic cheetah print also appearing throughout the assortment. A bridal narrative is also told through the collection, with chemise and robe matching sets in gorgeous ivory and blush shades, as well as feminine floral and leaf print motifs. Delicate lace trim and appliques, along with dainty bow embellishments lend an ethereal bent to the collection, while subtle slits and cutouts elevate the sensual air of the more tantalizing pieces. The sets can also be broken up to mix-and-match for even more options, and the pieces need not be limited to the boudoir—layer a blazer over a slip paired with jeans to partake in the hot lingerie as ready-to-wear trend of the moment.

"The Thalia Sodi line for Macy's inspires the idea of easy glamour," said Marc Mastronardi, Macy's EVP/GMM – Center Core. "The 'throw on and go' sensibility of the collection is modern, beautiful and resonates with women everywhere, and we're thrilled to extend this into the realm of intimates for our customers."

The Thalia by Leonisa shapewear and bras are designed to accentuate the body and enhance a woman's natural shape. The collection of contouring bras, bodysuits, briefs, shorts, leggings, arm shapers and waist trainers will provide smoothness and support to help women look and feel amazing in their wardrobe favorites. Comfort remains a priority throughout the line, with multiway straps, thoughtful seaming and flat enclosures ensuring that the wearer can go through her day and night fabulously with ease.

The Thalia Sodi intimates line ranges in price from \$27 to \$54 and will be available this month, while Thalia by Leonisa will retail from \$25 to \$80 and will be available in August. Both will be sold exclusively in Macy's stores and on macy's.com.

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 macy's.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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