



## Color comes to life at Macy's!



### **Your Voice Matters!**

Our Associates and Executives told us that they want to let their true colors shine through!

### Be a Macy's Style Ambassador!

Embrace your sense of style...experience the merchandise in a whole new way...have fun putting together great looks for yourself and for your customers!

Find your inner

Always present a professional, well-groomed look for our customers

Fashionista!

### Where to find it:

### COLOR YOUR DAY with Style @ Work

### Click topic to link to page

How to Use this Look Book	P4
Most Departments (Women's Apparel)	P5
Most Departments (Men's Apparel)	<b>P</b> 6
Jewelry, Men's Tailored Clothing, and Big Ticket	P7
Juniors, Young Men's, Impulse, MStyleLab, Denim Shops	P8
Active Shops	P9
Support & Receiving Dock	P10
Cosmetics	P11
Asset Protection	P12
PLUS: Tips & Tricks P13-14	
<ul><li>Dress for the Day You Are Scheduled For</li></ul>	
Facts about Footwear	
Things to Leave at Home/Fashion Don'ts P19-20	
My Stylist MAGIC MAKER Makeovers	
<ul><li>Our Wear-to-Work Private &amp; Exclusive Brands</li></ul>	

### **How to Use This Look Book:**





This book is a pictorial representation of our Style at Work Dress Code Policy. While guidelines in this book provide direction, employees are encouraged to work with their managers and use their best judgment to ensure a professional appearance at all times.

It is important to know your customer, your climate, and your culture! When in doubt, err on the side of more formal & professional as you represent Macy's to your customers.

Transgender and gender non-conforming associates may comply with Style at Work requirements in a manner consistent with their gender identity or gender expression.

Any questions regarding exceptions to the Style at Work policy for religious, medical, or other potentially protected reasons should be directed to the Regional Human Resources team or Central Human Resources.

All employees should **ALWAYS** wear their name badges So that customers can easily identify who they are.





# Color Your Day IN FASHION & STYLE! Most Departments (Women's Apparel)

Including Denim and Active in locations without a dedicated specialist

Wardrobe Basics: Stretch your wardrobe by mixing and matching color pieces with your basic black, or opt for 100% color!

Optional Layering Piece:
 You can also step up your
 professional style by adding
 a layering piece, such as a
 sweater, jacket, scarf, or
 statement jewelry

 Shoes: Put your best foot forward in professional footwear that completes the look in comfort and style (see p. 16-18)



Always present a professional, well-groomed look for our customers



# Color Your Day IN FASHION & STYLE! Most Departments (Men's Apparel)

Including Denim and Active in locations without a dedicated specialist

 Wardrobe Basics: Stretch your wardrobe by mixing and matching color pieces with your basic black

 Shirts: While open-collared shirts, polo shirts and crew neck sweaters are all options, they must reflect the required professional style; a nice crew neck tee may look sharp under a jacket or a vest, but it may look unprofessional when worn alone

 Optional Extra Piece: You can also step up your professional style by adding a layering piece, such as a vest, sweater, or an optional tie

• Shoes: Professional footwear completes the look in comfort and style (see p. 16-18)



Always present a professional, well-groomed look for our customers





# Color Your Day IN PROFESSIONAL SUITED STYLE! Jewelry, Men's Tailored Clothing, and Big Ticket

#### Women's Apparel:

 To achieve a formal suited look, choose from suits, jackets, blazers, business dresses, pants, or skirts

 A jacket over a dress, or as a two or three piece suited look, presents a professional appearance, while a tailored dress may convey the look alone

#### Men's Clothing:

 Tailored suits, jackets, vests, blazers, dress trousers

Jackets and ties are required

#### **Shoes:**

 Put your best foot forward in professional footwear that completes the look in comfort and style (see p. 16-18)





### **Color Your Day ON TREND!**

## Juniors, Young Men's, Impulse, MStyleLab, Denim Shops with dedicated Specialists ONLY

#### On Trend:

- Reflect the Style of Your Department
- Dress the part of a Style Ambassador and enjoy updated professional attire!
- Set the tone with denim, fashion sneakers, and tasteful trend-right style (see p. 16-18)

#### **Selling in More Than One Zone:**

If you work in a combined zone, dress up to the higher standard, i.e. if your zone includes RTW and Juniors, dress for RTW; if your zone includes Men's and Young Men's, dress for Men's









### **Color Your Day ACTIVE!**

### Active Shops with Dedicated Active Specialists ONLY

- Reflect the style of your department and dress the part of an Active Wear Style Ambassador!
- Three pieces required: Pullovers, hoodies, and track jackets (any color) may be worn with two other pieces to display an entire active look; large, disruptive logos or pictures should not be worn
- Leggings/athletic pants: Enjoy wearing athletic leggings or pants if the leggings/pants are similar to what is sold at Macy's
- Running tops: Running tops that are not revealing can be worn with a third piece
- Shoes: Athletic shoes that complete the outfit are allowed, but must be clean and in good repair











# Color Your Day IN COMFORT & STYLE! Support & Receiving Dock

 Wardrobe Basics: Choose khaki, twill, or woven pants of any color, styled with a professional-looking top of any color; denim for Dock and Receiving Associates ONLY (dark-colored & in good condition)

transition from a support to selling floor dress code, consider an optional layering piece, such as a jacket, sweater, tie, or scarf, to create a dressier appearance for interacting with customers

Shoes: Although athletic shoes are not permitted, shoes with rubber soles are acceptable as long as they are in good condition and the upper has a professional appearance; fashion sneakers are also acceptable; no open toes (see p. 16-18)







## Color Your Day in... Cosmetics

#### **Brand Apparel:**

- Cosmetics/Fragrance brands provide designated clothing which distinguishes the brand to the customer
- Associates should continue to wear designated clothing provided by their brand as part of the official Brand uniform





#### **Adding Color to Your Day:**

Color may be worn in place of black, if the clothing is not provided by the vendor; see page 5 for additional details

- Example 1: The brand provides a black blazer and pants; the associate should wear the black blazer and pants with the option to wear a colorful top
- Example 2: The brand provides black pants and recommends a black top/jacket; the associate should wear the black pants and has the option to wear a colorful top and/or blazer following the Color Your Day guidelines
- Example 3: The brand provides a pink trench coat and recommends all black underneath; the associate should wear the pink trench coat and has the option to wear color under the trench coat



**ESTĒE LAUDER** 

URBAN DECAY









## Color Your Day for... Asset Protection

### **Visual Security Officers**

- Will continue to wear black pants, a white, collared shirt, a tie of any color, and a Companyprovided jacket
- VSO dress guidelines may vary by location; check with your manager about location-specific guidelines

#### **Other AP Associates**

- May wear denim that is in good condition without tears and fraying, as well as athletic shoes that are clean and in good repair
- Dress guidelines may vary by location; check with your manager about location-specific guidelines







# TIPS & TRICKS for Great Looks! Women's Apparel

- An extra piece or fashion accessory can make all the difference
  - Adding just one piece can give you two different looks!
  - An extra layering piece adds professional polish to your look
- Stretch your wardrobe by mixing and matching color pieces with your basic black
- Focus your wardrobe on a few favorite complimentary colors and then mix and match to create lots of looks with fewer pieces













### TIPS & TRICKS for Great Looks! Men's Apparel

- An extra piece or fashion accessory can make all the difference
  - Adding just one piece can give you two different looks!
  - An extra layering piece adds professional polish to your look
- Stretch your wardrobe by mixing and matching color pieces with your basic black
- Focus your wardrobe on a few favorite complimentary colors and then mix and match to create lots of looks with fewer pieces





# Things You Should Know Dress For The Day You Are Scheduled For

- If you pick up shifts in different departments/zones that have different dress codes, be sure to dress for the department you are scheduled in that day
- If you work in a combined zone, dress up to the higher standard, i.e.: if your zone includes RTW and Active, dress for RTW; if your zone includes Men's and Young Men's, dress for Men's
- To transition from a support dress code to a selling floor dress code, consider an optional layering piece, such as a jacket, sweater, tie, or scarf, to create a dressier appearance for interacting with customers
- Always wear your name badge and when wearing color, make an extra effort to approach customers to help them to identify you more readily



## Things You Should Know The Facts About Footwear

Professional Footwear: Any color shoes that are clean, tasteful, and in keeping with the dress code of your department; shoes with rubber soles are acceptable as long as in good condition and the upper has a professional appearance; no flip flops; no athletic shoes or fashion sneakers

Fashion Sneakers: Converse, Keds, Vans, etc., including but not limited to fun fashion colors and patterns in keeping with the dress code of the department; does NOT include running or athletic shoes

Athletic Shoes: For dedicated Active Specialists ONLY, athletic shoes that complete the outfit are allowed, but must be clean and in good repair

See the next two pages to get the scoop on Rubber Soled Shoes!

of Contents



## The Scoop on Rubber Soled Shoes!

### **Appropriate for Support & Millennial\* Associates** (fashion sneakers)

\*Juniors, Young Men's, Impulse, MStyleLab, and Denim Shops with dedicated Specialists ONLY



Appropriate for Support & Active Associates (solid, neutral colors)



Appropriate for Active Associates Only (running, cross training)















## The Scoop on Rubber Soled Shoes!

### **Appropriate for Everyone** (rubber sole, professional appearance)



#### **Use Caution**

While these styles are appropriate for some departments when worn in solid colors, the same styles in loud patterns are harder to "dress up", and may not convey a professional image; always check with your manager or HR if you are unsure if your clothing and footwear is appropriate















### **Looking Your Best**

### Things to Leave at Home for Style@Work

The following are not permitted in any department at any time

sweats or active wear\*

halters, strapless, or camisole-thin straps

shorts

worn gym/ athletic shoes rubberized beach shoes











midriffs or anything too revealing



overly distressed jeans



hats or caps or hoods covering heads\*\*



disruptive, disrespectful, or oversized images/logos



\*\*Approved religious exceptions (see page 4)

<sup>\*</sup>Exceptions only for Specialists working in Active wear zones (see page 9)



### **Dress for Success**

### Some Fashion "Don'ts" for Style@Work

### The following are not permitted in any department at any time

- Excessive facial piercings, tattoos, and alternative hair colors that distract or offend customers (clear or flesh toned spacers are allowed to fill piercings)
- Thinly strapped camisoles and halter tops/dresses, strapless tops/dresses, and bareback tops/dresses, unless a third piece, such as a jacket, is worn all day
- Shorts for men or women
- Hats, bandanas, or head scarves (unless you have an approved exception)
- Pants that fall off the hip
- Disrespectful or disruptively oversized logos; any kind of offensive language or imagery
- Leggings worn as pants, without the appropriate tunic, dress, blouse, or jacket coverage
- Clothing that is excessively tight, revealing, low cut, midriff showing, or unkempt
- Beach shoes, made of a rubberized material
- Athletic attire, including stretch fabrics, jogging suits, sweats, and tennis/gym shoes (except as outlined in this Look Book)
- Denim, with the exception of Juniors, Young Men's, Impulse, Mstyle Lab, and Dock Associates (who shouldn't wear overly distressed denim)





### **Macy's Magic Makers** My Stylist Makeovers 2017!



Southwest Region

Ruby F. **Bend River** Northwest Region

> **Check out** these great "Only@Macy's" looks created **for our 2017 Magic Maker Winners!**



## Macy's Magic Makers James P., Beverly Center, Southwest Region



### Says Tinka Welch, Stylist

"James was such a kind and warm person to work with. I can tell by his personality that he is great with his customers. I chose to outfit James in a blue suit to give him a change from the black suit he wears today. I put a black v-neck tee shirt under the suit to give him a fresh and fun look, something different than he normally wears. He didn't want to incorporate much pattern into his outfit but I insisted on adding the floral pocket square which pulled everything together."

Only@Macy's

### James is Wearing:

INC Navy Collins Suit Jacket INC Navy Collins Pant Alfani Black V-Neck Bar III Floral Pocket Square





# Macy's Magic Makers Ruby F., Bend River, Northwest Region



### Says Melissa Sabin, Stylist

"Ruby works in cosmetics, is a petite with a curvy shape and was not sure how to break out into a new style and colors. I chose a great pair of pull on pants that would hug her curves, but also have the stretch and comfort that she wanted. I also chose an illusion top, giving her long sleeve coverage with ruching at the sides for a "fun look" that complimented her waist. Bonus was the pin point polka dots that had sass to it! Now to get some color on Ruby, I topped off her look with a coral fitted faux leather jacket, fitted at the waist and back to compliment her curvy hourglass shape. Ruby told me that she never would have picked these items for herself, and that she loves the look of the bright color in contrast to the black, accented by the polka dots from the top."

Ruby is Wearing:

Alfani Coral Faux-Leather Zip Jacket INC Ruched Polka Dot Illusion Top INC Straight Legging Pant INC Four-Strand Crystal Necklace Alfani Step 'N Flex Chorde Wedge





### **Macy's Magic Makers** Lucy N., Aventura, South Region



### Says Nafeesa Muqtasid, Stylist

"Lucy was very detailed about what she was interested in having. She has the perfect hourglass figure and wanted something that would show it off. She also loved color and shoe booties, so I wanted to bring her everything that would enhance this concept. I went for the dress and moto jacket concept because it was alluring, professional and gave a bit of an edge, just like Lucy.

I love the color green on her and she loves it too; it complimented her new hair and skin tone perfectly. The outfit just made her personality shine through!"

acy's

### Lucy is Wearing:

Alfani Faux-Leather Peplum Jacket Alfani Asymmetrical Midi Dress Thalia Black Booties





# Macy's Magic Makers Jorge L., Cherry Vale, North Central Region



### Says Paul Floy, Stylist

"Two factors were involved in dressing Jorge the way I did:

1) **Geographic Location**- Jorge is from California; which is relatively warm throughout the year. The suit Jorge wore is great for year around wear; it's lightweight and breathable. The heathering in the fabric makes it look a little trendy and edgier. The lighter colors in the shirt and dark blue tie gave Jorge a clean professional look.

2) **Work Appropriate** - Jorge Works in Men's so it's only fitting that he dresses the part. With the new dress code allowing more color, I wanted to try something that helped him express himself while staying within the guidelines. The suit was neutral enough that changing the color of the shirt or tie would give him a different look. The brown loafers I selected worked great with the outfit.

Whether off to work or off to happy hour, the loafers were comfortable and fit the bill for a great all-around shoe."

only@Macy's

### Jorge is Wearing:

INC Slim-Fit Grey Chambray Blazer INC Slim-Fit Grey Chambray Pant Bar III Bird on a Wire Shirt Bar III Navy Bird Tie Bar III Beau Textured Tan Loafer





### **Macy's Magic Makers**

### Lori L., Towson Town Center, Northeast Region



### Says Rita Mister, Stylist

"I loved being part of the Magic Maker Makeover! I was very connected to Lori after I read her information. Once I met her I could tell that she was ready for a change and why not play with colors! She loved the idea and she will be able to mix her new outfit into many different occasions.

She was very happy and looked amazing!!!!!!"

Only@Macy's

### Lori is Wearing:

INC Wine Drape Jacket
Bar III Layered-Look Lace Cami
Bar III Wide Leg Printed Pant
INC Gray Stone Bib Necklace
INC White Pump





## Our Wear-to-Work Private Brands

Have fun with fashion and showoff your best professional look. Style your day with some of our exclusive only@Macy's wear-to-work brands on this page and the next.

Be you. Be distinctive. Be a Macy's style ambassador!







### AMERICAN RAG CIE



MATERIAL GIRL







CHARTER CLUB®



Tasso Elba

CLUB ROOM®







## Our Wear-to-Work Exclusive Brands

## DKNY





RRR Sportswear Only No Dresses





