



## **Bring the Cool This Back-to-School Season, with Macy's**

*Step out in style and discover essentials across all the latest trends in apparel and accessories, including the launch of Abercrombie Kids*



**NEW YORK, NY – July 28, 2025** – Macy's is ringing in the back-to-school season with a wide range of apparel and accessories, from stylish sneakers to trendy denim and tees, for all ages. With the right mix of brands, value and inspiration, Macy's has essentials that pass with flying colors and an unparalleled shopping experience that goes beyond traditional school supplies.

"Back-to-School is one of the most exciting times for families, the start of a new chapter, and we're thrilled to offer a wide range of our on-trend favorites," said Dana Cohn, Director, Editorial Content at Macy's. "From apparel to accessories, this school-year Macy's is providing students with the best styles, brands and value from Nike, Jordan, The North Face, Epic Threads, Abercrombie Kids and more."

Macy's inspires students to put their best foot forward and express their one-of-a-kind style by providing parents and students with the convenience of finding everything in one place. Explore amazing deals on activewear sets from Adidas to the perfect graphic tee from Epic Threads. Customers can score amazing deals on all the trend-forward looks students need to kickstart the year with confidence. Shop the Macy's assortment in-store, online at [Macys.com](https://www.macys.com) or through the Macy's app.

Abercrombie Kids is now available in-store and online providing the best school-year style staples of the season. The brand makes a splash with trendy clothing for girls and boys with a casual, stylish vibe that appeals to both parents and students alike. [Abercrombie Kids](#) blends All-American clothing with laidback sophistication ranging in sizes from 5-18. Shop jeans, tees, dresses, skirts, sweaters, outerwear and accessories.

### Top Trends This Season

- **Joyful Sport:** Sporty silhouettes with a loud, joyful twist where having fun becomes the ultimate statement. Find top picks by [Nike](#) and [Adidas](#).
- **Denim:** Find the fits, washes, and styles that make the grade from [Levi's](#) and [Juniors](#).
- **College Dorm Essentials:** Everything for their home away from home with top brands like [Arch Studio](#) and [Charter Club](#).
- **Return of Maximalism:** Maximalism is giving way to bold self-expression. So many styles, patterns, and prints to enjoy from [Sun + Stone](#) and [Mode of One](#).

As students nationwide prepare for Fall, Macy's is committed to ensuring that they have everything they need for a successful new school-year, including essential mental health resources as well as books and reading resources to support their well-being. Through *Mission Every One*, Macy's, Inc.'s social purpose commitment, Macy's is partnering with Reading Is Fundamental (RIF) and the National Alliance on Mental Illness (NAMI) to host a special round-up online and in-store donation campaign from now through September 14 to provide literacy and mental health support for students returning to school. Additionally, as part of this year's campaign, Macy's will present the *Mission Every One Advocate for Youth Award* to educators and community leaders across the country in recognition of their outstanding commitment to supporting youth mental health and literacy.

### About Macy's

Macy's, the largest retail brand of Macy's, Inc. (NYSE: M), serves as the style source for generations of customers. With one of the nation's largest e-commerce platforms powered by macys.com and mobile app, paired with a nationwide network of stores, Macy's delivers the most convenient and seamless shopping experience, offering great values in apparel, home, beauty, accessories and more. Macy's gives customers even more ways to shop through an off-price assortment at Macy's Backstage and at our highly curated Macy's small format stores. Each year, Macy's provides millions with unforgettable experiences through Macy's 4th of July Fireworks® and Macy's Thanksgiving Day Parade® and helps our customers celebrate special moments, big and small. We're guided by our social commitment—to create a brighter future for all that empowers voice, choice and ownership for our colleagues, customers, communities and leaders of tomorrow.

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