



The Martha Stewart Collection™ at Macy's Expands Into New Categories

April 12, 2018

Martha Stewart Essentials and Martha Stewart Food Now Available at Macy's

NEW YORK, April 12, 2018 (GLOBE NEWSWIRE) -- Sequential Brands Group, Inc. (Nasdaq:SQBG) today announced the expansion of the Martha Stewart Collection™, created for Macy's, with two new launches, *Martha Stewart Essentials* and *Martha Stewart Food*.

[Martha Stewart Logo](#)

Martha Stewart

Martha Stewart Essentials is an assortment of the fundamental products necessary to start a new home or supplement what you already own. The line offers cookware sets, top of table, textiles and bath items at an affordable price, and made with the high-quality materials and craftsmanship expected from the brand.

Martha Stewart Food includes baking mixes, drink mixes, pantry staples like olive oil, pasta and pasta sauce, as well as seasonal items for Valentine's Day, Easter and Summer grilling. The recipes were developed to yield the best results, taste like they were made from scratch, and help consumers cut back on preparation time.

"I am thrilled to add Essentials and Food to the Martha Stewart Collection. We created Essentials to provide affordable home basics, in the quality expected from our brand, for a younger consumer," said Martha Stewart. "Our food assortment is delicious, practical, and fun! It is also the first food collection created for Macy's, which I am pleased to pioneer. During development it was extremely important to me that each item tastes homemade, and I can't wait for customers to enjoy all of the wonderful recipes."

"For more than a decade, the Martha Stewart Collection has offered a broad selection of well-designed, high quality products, created exclusively for Macy's customers," said Jeff Kantor, Macy's chief merchandising officer. "Our shoppers already invite Martha into their homes through Macy's extensive selection of entertaining and decorating items, bedding, cookware, and more, so the addition of home essentials and packaged foods is a natural extension to an existing assortment that our customers love."

The [Martha Stewart Collection](#) has been available exclusively at Macy's since 2007, providing a distinctive and broad range of high-quality, beautifully designed home essentials. Inspired by Martha's favorite things, it encourages customers to create their "dream home." The collection encompasses a variety of home goods, including bed and bath textiles, housewares, casual dinnerware and serveware, cookware and holiday items. Also available at Macy's from the Martha Stewart Collection is Whim™, an exclusive assortment of textiles and tabletop products in fun, playful prints and colors.

"This is an exciting expansion for the Martha Stewart brand created for Macy's. In addition to targeting a younger customer, we are also expanding into a new category of food – an area that has strong brand appeal," said Carolyn D'Angelo, President of Sequential Brands Group's Home division.

About Martha Stewart

Martha Stewart is an Emmy Award-winning television show host, entrepreneur, bestselling author of 90 books, and America's most trusted lifestyle expert and teacher. Millions of people rely on Martha Stewart as a source of useful "how-to" information for all aspects of everyday living - cooking, entertaining, gardening, home renovating, collecting, organizing, crafting, holidays, healthy living and pets. The Martha Stewart brand reaches approximately 100 million consumers across all media and merchandising platforms each month. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.

About Sequential Brands Group, Inc.

Sequential Brands Group, Inc. (Nasdaq:SQBG) owns, promotes, markets, and licenses a portfolio of consumer brands in the fashion, active, and home categories, which includes the Martha Stewart media and merchandising properties. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the United States and around the world. For more information, please visit Sequential's website at: www.sequentialbrandsgroup.com. To inquire about licensing opportunities, please email: newbusiness@sbg-ny.com.

About Macy's

Macy's, the largest retail brand of Macy's, Inc. delivers fashion and affordable luxury to customers at approximately 650 locations in 44 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 \$52 million each year, plus more than 153,000 hours of volunteer service, to help make a difference in the lives of our customers.

For Macy's media materials, including images and contacts, please visit the online pressroom at macys.com/pressroom.

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Primary Logo

Source: Sequential Brands Group, Inc.