




MACYS-STAR DIAMOND™
DISCOVER THE STAR WITHIN

macy's




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Founded in 1858

No one would have guessed that the small, fancy dry goods store that opened on the corner of 14th Street and 6th Avenue in New York City in 1858 would grow to become one of the largest department store retailers in the country.

After several failed retail ventures, Rowland Hussey Macy's determination and ingenuity paid off at the age of thirty-six with the launch of R.H. Macy and Co. He adopted a red star as his symbol of success, dating back to his days as a sailor. First day sales totaled \$11.06 but by the end of the first full year, sales grossed almost \$90,000. By 1877, R. H. Macy & Co. had become a full-fledged department store occupying the ground space of eleven adjacent buildings.



About the Macy's Star Diamond

The Macy's Star is a modified round brilliant cut diamond with twelve sides and 106 facets; or a square shape having 94 facets arranged so as to produce a star in the center of the diamond. The precision of the cutting and the arrangement of the facets result in an outstanding display of scintillation, dispersion and brilliance with a sparkle and shimmer that will dazzle the most discriminating woman who will be proud to wear this lovely gem.

Every diamond is inspected and evaluated by a renowned independent gem lab resulting in a certificate whose number is laser inscribed on the edge of the diamond for your peace of mind. The beauty and quality of this diamond combine to make this the perfect diamond to represent the world's premier department store as well as the ultimate symbol of love.

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America's "way to shop"

Already the nation's best-known department store, we have extended the Macy's name to co-brand Federated's regional department store divisions, established a new Macy's Home Store division, introduced a new marketing approach and accelerated the rollout of "reinvent" elements to stores coast to coast.

Macy's merchandise assortments today are better edited and more focused. We are eliminating duplication and clutter on the selling floor, while also re-introducing categories and items the customer is telling us she wants. We are more aggressively pursuing new ideas, becoming more curious and moving faster.

Macy's also is attracting exclusive and limited-distribution national brands, such as "H" Tommy Hilfiger and new collections from Jones New York Signature, Lauren by Ralph Lauren, Michael Kors, Calvin Klein and now our own Macy's Star Diamond.



FOR YOUR
PAST, YOUR
PRESENT
AND YOUR
FUTURE



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