

Shoe Diva

Spring 2004



Come to an exclusive party where...
Macy's puts the world at your feet!

☆ macy's

You are cordially invited to be the first to
preview our Spring 2004 Shoe Diva collection.
The colorful prints...peek-a-boo toes...
sexy-sweet slides...all here at Macy's for the
true Shoe Diva.

Please be our guest at
Macy's Beverly Center
Thursday, March 25
Designer Shoes, Level 1
7 to 9 pm
RSVP to (818) 379-2810*

Enjoy cocktails, hors d'oeuvres and get pampered
courtesy of Allen Edwards Salon & Serenity Spa.

Receive a \$50 Macy's Gift Card with
your regular-price purchase of \$250.**

Featured shoe designs include Anne Klein New York,
Casadei, Charles David, Donald J Pliner, Kenneth Cole New York,
KORS by Michael Kors, Marc by Marc Jacobs, Stuart Weitzman.

*You must be 21 or older to attend.

**Must be from any regular-price Designer or Bridge shoe purchase (depts. 56, 381, 382).
Macy's Gift Cards available while supplies last.

☆ macy's

Allen Edwards
Salon & Serenity Spa

BACARDI
LIMÓN

Ask a Macy's Shoe Diva
what makes her a complex
and intriguing woman...
she'll tell you to look
deep into her sole...

*weekend thrills:
rock collecting*

Stuart Weitzman
Pump, \$250
Boot, \$450



colorful prints...
peek-a-boo toes...
sexy-sweet slides...
heels that don't stop...
metallics that rock...
all here for the
true Shoe Diva

Casadei pump. \$385.



*if wishes were shoes...
girls would have wings*

a man is many things in his
lifetime...
young and curious, bold and inventive, quiet and
observant.
a man wears many roles for the
world...he weathers the pressures,
meets the challenges and enjoys the rewards
of
being
a dad...



father's day is Sunday, June 19

macy's

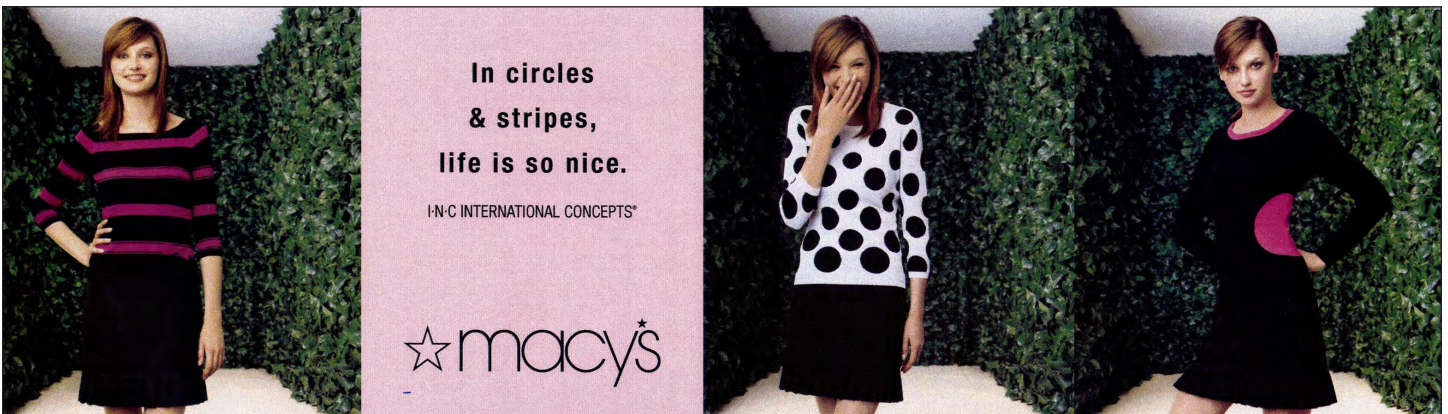
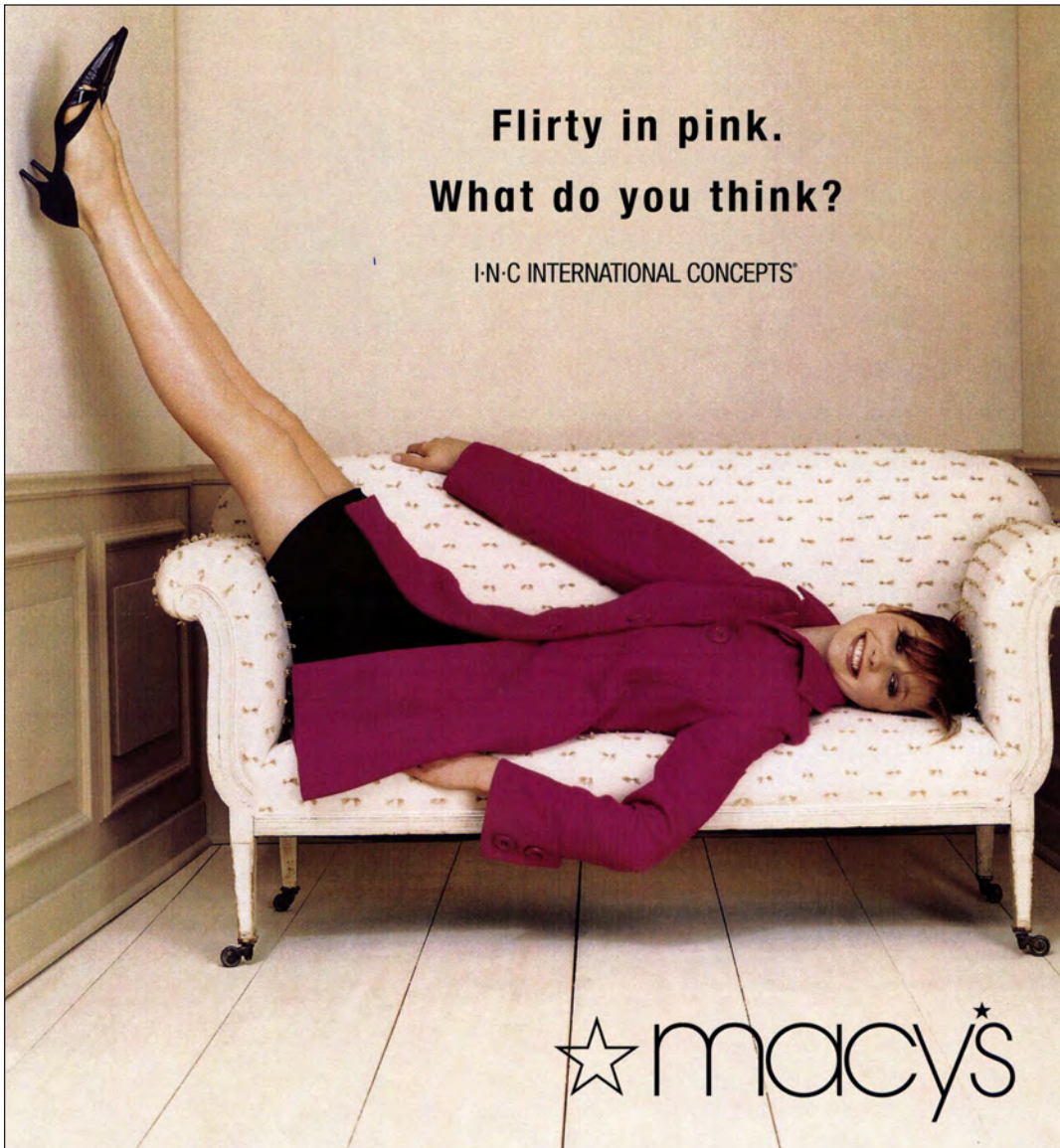
Chaps by Ralph Lauren. Story on back cover.

3

A Man Is

Macy's | direct mail

Father's Day campaign for direct mail and in-store signage



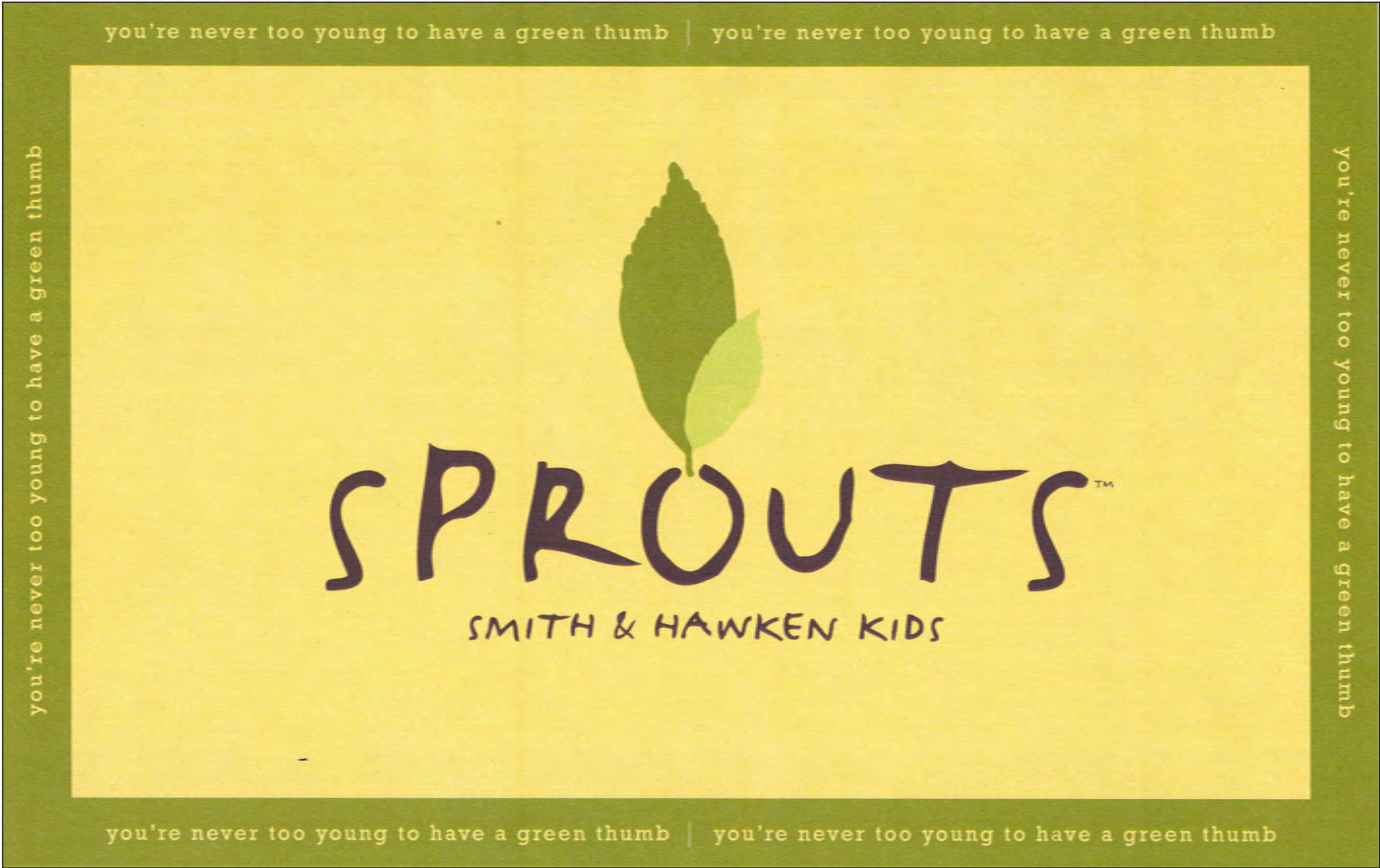
- 4 **Rhymes with I.N.C.**
Macy's | outdoor
Campaign to enhance sales of Macy's-own brand in smaller-store markets

making a place for spring Sweeping lawns and wrought-iron benches. Rain-soaked patios and mossy nooks. Spring feels at home with garden-green landscapes. If you live in a place, or dream of a place, where spending time outdoors is steeped in tradition, bring timeless accents into your garden. Statuary and topiary. Urns and arches. Lanterns and light strings. Each has its story to tell.

near an unexpected garden Top-floor terraces and secret stoops. Rooftop escapes and pocket-sized balconies. Gardens will grow wherever your imagination takes them. Create an urban outdoor retreat with a classic fountain, rows of brightly blooming window boxes, groups of potted plants, and a few chairs ready to welcome friends. Even the smallest cityscape can become your own piece of paradise.

under the sun Terra-cotta vistas and sage-infused air. Turquoise pools and windswept canyons. Warm-weather places have their own seasonal cues. Enhance a neutral outdoor space with teak and copper. Frame a wide-open view with a flowering arch. Warm an empty courtyard with an ambient firepit. Design outside rooms and private retreats to savor the sun in the place where you want to be.

2 800.776.3336 www.SmithandHawken.com



6 **Never Too Young**
Smith & Hawken Kids | creating brand
Tagline for children's sub-brand

wind in your hair

bugs in your teeth

beauty all around

There's nothing like
taking a spin in the garden

Smith & Hawken is proud to celebrate
the Legend of the Motorcycle.



Smith & Hawken[®]

IN THE GARDEN SINCE 1979

This email was sent to you by Smith & Hawken. [Click here](#) if you are unable to see images in this email.

Smith & Hawken®

FURNITURE OUTDOOR ACCESSORIES GARDEN PLANTS HOME DÉCOR FRONT PORCH LIGHTING GIFTS NEW SALE



A Warm Welcome + 10% Savings for You!

Gathering ideas for the perfect nest? We have a few to share. Let us be your resource for all things garden-inspired in your new home.

Use this 10% savings offer on anything you like in our stores or online. To redeem, bring this email to your local store, or shop online and enter promo code **WEBP157** at checkout.

[Shop Now!](#)

1. Planters & Pots

Copper planters are classic vessels for spring blooms.



1.

2. Lighting

Sconces to brighten your entry at the flick of a switch.



2.

3. Plaques

A stately nameplate keeps the family pride alive.



3.

4. Doormats

A coir mat makes a colorful first impression.



4.

5. Mailboxes

The chic is in the mail with sturdy and weatherproof styles.



5.

6. Furniture

Make room for a welcoming bench on the front porch or patio.



6.

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1-800-940-1170

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8 Welcome Home

Smith & Hawken | email

Incentivize new home owners to warm up their dwellings

[interior designer]

must look amazing.
thrill clients.
suit the budget.

solutions for you. **Smith & Hawken** TRADE
HOSPITALITY | CONTRACT | RESIDENTIAL | SITE

[landscape architect]

must complement landscape.
be made of
sustainable resources.
be durable.

solutions for you. **Smith & Hawken** TRADE
HOSPITALITY | CONTRACT | RESIDENTIAL | SITE

[golf club manager]

must be comfortable.
be weatherproof.
look good at the
19th hole.

solutions for you. **Smith & Hawken** TRADE
HOSPITALITY | CONTRACT | RESIDENTIAL | SITE

[architect]

must integrate with concept.
provide value.
deliver on time.

solutions for you. **Smith & Hawken** TRADE
HOSPITALITY | CONTRACT | RESIDENTIAL | SITE

Create a Focal Point With Finials



Support a plant, make a classic tableau or use as decor. Inspired by European architectural designs, these finials are made by Aidan Gray, exclusively for us.

Each is powder-coated and can be displayed inside or in the garden.

Smith & Hawken

10 **Finial Focus**

Smith & Hawken | signage

In-store signage of metal garden décor collection



THE SLIM CARGO

Style in all things.
Life. Love. Laptop bag.



THE BOWLER POUCH
Seek fun in everything small...



THE BOWLER
Pop icon? Digital diva? Oh yeah.

Men's Jeans

- [Productopia Picks](#)
- [Buying Tips](#)
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The Basics

Not since the forty-niners were digging for gold has there been such a run on dark indigo denim. You may have eyed it last season, written it off as a fad, and now are surprised to find yourself contemplating a purchase. When it comes to jeans, everyone is feeling good about stepping over to the dark side. Why not join them? The choices are many. From degrees of darkness to varieties of fit and styling, you are sure to find a pair of jeans to suit both your proportions and your sensibilities. What other kind of clothing has endured for a century and a half, yet has still kept up with the times? You have to admire the tenacity of denim.

Discussions

[Discussion Groups!](#) Here's the place to ask fashion questions and get advice from real people.

- "I don't know how to "sport" the casual look without looking tacky..." - [cesspresso](#)
- "I'm looking for on-line shops with good, luxurious leather goods..." - [GrzegorzP](#)

Related Topics

[Casual Shoes](#)
[Men's Basketball Shoes](#)
[Men's Khakis](#)

Quality Picks



- Aviatic Style 702
- Diesel Sparker
- Replay Style 902

Style Picks



- Big Star Extreme Digger
- G Star U.S. First
- Hollywood Ranch Market PP4XX

Value Picks



- Calvin Klein cK Easy Fit Rinse
- Levi Strauss & Co. 501 Preshrunk
- Sutters Hewitt

 [Email these Men's Jeans to...](#)

How we make our picks.

Our Productopia Picks are not influenced by advertising. [Read our editorial-integrity statement.](#)

User Reviews

[User Reviews & Ratings!](#) What are your favorite men's fashions and accessories? If it looks great on you, it'll look great on someone else, too.

Even More

Search the Web for [Men's Jeans](#)

WHERE TO BUY Men's Jeans

Online

- [JC Penney](#)
- [Levi's online](#)
- [Macys.com](#)
- [Marianne's](#)
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Price Comparison


[mySimon](#)

Local

Search Yellow Pages for Men's clothing stores

The above contains paid promotions.

Hate shopping? Get advice for making it easier in our [Discussions.](#)

Men's Jeans: Buying Tips

A Word to the Wise

•**Beyond copper rivets.** As with most things, details make the difference. The most popular ones are subtle -- minimal stitching, 5-pocket styling, front-pocket rivets -- but if you prefer to be a bit bold, go for an unusual stitch color or prominent logo.



•**Mood indigo.** There's more to indigo than meets the eye. Washes can range from raw to dirty blue. Get used to seeing color descriptions that playfully suggest that just-right shade of dark blue you seek (like authentic, one-wash indigo, dark rinse, antique).

•**Fitting room.** If you've found a fave jean that fits just so, purchasing it on the web could be oh so convenient. However, if you're in the jean market, in general, you're well advised to do your hard-core denim try-ons offline until you find your match.

•**Gentlemen prefer jeans.** Since dress-down days at the office are more common than not, go for jeans that fill your comfort requirements. Do they ride high or low at the hip? How many pockets and where are they located? Are they a baggy, tight or classic fit? And the perennial question, zip or button fly?

•**Handling instructions.** How dark will you keep your denim? Ask yourself this and then care for as needed. If you want that dark denim to stay dark as long as possible, dry clean first, as this helps set the dye. Or you can achieve this at home by adding distilled vinegar or salt to the first wash. To maintain a nice look and feel for the duration of your jeans' long and productive life, wash them inside out in cool water and remove from the dryer after 15 to 20 minutes.

•**A sound investment.** Man's next-best friend. Those ol' blues. Terms of affection are readily given to denim jeans because they deliver what they promise. Comfort. Coolness. Longevity. Because they're such a wardrobe staple, consider paying a bit more for a pair you really like. You know they'll reward you...pay for themselves in a month of wearings. And whether it's a bull or bear market, you know your jeans will never let you down.

Related Topics

[Casual Shoes](#)
[Men's Basketball Shoes](#)
[Men's Khakis](#)
[Men's Sport Sunglasses](#)
[Men's Watches](#)

Discussions

[Discussion Groups!](#) Here's the place to ask fashion questions and get advice from real people.

WHERE TO BUY Men's Jeans

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[JC Penney](#)

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promotions.

**Hate shopping? Get
advice for making it
easier in our
Discussions.**

Diesel Sparker

- More Picks
- Rate & Review this Product

Our Experts Say ...

What it is... So complete in their makeup, these jeans might be mistaken for a pair you knew in another life.

Why you want it... You think of jeans as an old friend. Easy. Comfortable. And quite used to your ways.

The perfect break-in... Not sure how they do it, but Diesel manages to make their Old Blue Denim #708 and Blue Denim #720 jeans the perfect balance of broken-in-ness...not too hard, not too soft.

How jeans can change your life... Maybe if you wear a jean that makes you feel so good, you'll be so good. Worth a try.

Instant favorite... Combines some classic details (5 pockets, rivets, button-front) with easy-going construction (normal waist, relaxed fit, straight leg).

Size-wise... Choose waist sizes 26" to 40" and inseams from 30" to 34".

More Men's Jeans

- Quality Picks
- Aviatic Style 702
 - Diesel Sparker
 - Replay Style 902

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- Big Star Extreme Digger
 - G Star U.S. First
 - Hollywood Ranch Market PP4XX

- Value Picks
- Calvin Klein cK Easy Fit Rinse
 - Levi Strauss & Co. 501 Preshrunk
 - Sutters Hewitt

Related Topics

- Casual Shoes

Quality Pick



Diesel Sparker

A little slice of denim heaven.

[Email this Diesel to...](#)

price	\$99.00
colors	medium and light medium blue

Manufacturer:

product info	global store listing
home page	Diesel

Even More

Search the Web for [Diesel Sparker](#)

WHERE TO BUY Diesel Sparker

Phone

A B Fits : 415-982-5726

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You make everything bloom!
Happy Mother's Day



Here's a shout out—
Happy Valentine's Day!