



FOR IMMEDIATE RELEASE
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Embrace Baby Fashion

First Impressions® styles are huggably cute

The Brand.

Quality apparel for infants 0 to 24 months

Satin Hanger Collection

- Beautiful layette items in sweet traditional styles with their own signature satin hanger
- Pastels and muted tones with ruffles, trims and added accessories
- Giftable items that are perfect for showers, holiday presents and special occasions

Basics Collection

- Brighter palette with added pieces for head-to-toe style
- Coordinating pieces work together to multiply baby's wardrobe
- Layette dressing with style

Everyday Value (EDV) Collection

- Six-piece starter sets with essentials for every nursery
- Outfits in easy care 100 percent cotton and blends
- From blankets to bibs – everything a baby needs

The Stores.

- First Impressions merchandise is available exclusively at **850 Macy's** stores nationwide and online at **macys.com**.
- Visit Macy's online at www.macys.com to find the store nearest you.

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First Impressions Fall 2007 press kit information and downloadable artwork are available online at
www.fds.com/pressroom/brands/firstimpressions/