

MACY'S Dates & Programming Subject to Change Spring 2025

	FRAGRANCE	BEAUTY
VISUAL WEEKS	<p>JAN: Sauvage Primary WK3 (1/22-1/28) MD Primary WK4 (1/29-2/4)</p> <p>FEB: Sauvage Secondary WK3 (2/19-2/25)</p> <p>MAR: MD Primary WK3 (3/19-3/25) Sauvage Primary WK4 (3/26-4/1)</p> <p>APR: J'adore Primary WK2 (4/16-4/22) Sauvage Secondary WK2 (4/16-4/22)</p> <p>MAY: Sauvage Primary WK2 (5/14-5/20)</p> <p>JUN: Sauvage Secondary WK3 (6/19-6/24) - TBD MD Primary WK4 (6/25-7/1) - TBD</p>	<p>JAN: Capture Totale Primary WK3 (1/22-1/28)</p> <p>FEB: Capture Totale Primary WK3 & 4 (2/19-3/4)</p>
SALES & PROMOTIONS	<p>JAN: 1/7-1/8 ODS 1/16 Beauty Flash Sale - TBD</p> <p>FEB: 1/31-2/2 Store Wide Event 2/7-2/9 ODS 2/21-2/23 Storewide Event</p> <p>MAR: 3/6-3/10 Event Name TBD 3/14-3/16 ODS 3/20-3/23 Event TBD 3/28-4/6 Spring Preview (previously called VIP) 15% OFF</p> <p>APR: 4/8-4/13 LPOS 4/16-4/20 Easter Sale 4/24-5/4 Friends & Family 15% OFF</p>	<p>MAY: 5/16-5/18 ODS</p> <p>JUN: 6/3-6/9 Friends & Family 15% OFF 6/27-6/29 ODS</p> <p>JUL:</p>

LAUNCHES

JAN:
 MD Parfum Jumbo - 125ML \$172
 12/26 MD Mini Solid Perfume - 3.2G
 Eau de Parfum \$85, Blooming Bouquet \$72, Parfum \$94
 1/1 Dior Homme Parfum - 50ML \$160 & 75ML \$180

FEB:
 3/1 Sauvage Mens Care 3 in 1 Set \$132
 3/1 J'adore EDP Hard Pack Change

JUN:
 6/1 MD Rose Rituals Hair Mists and Hair Oils

JAN:
 12/26 Capture Totale Le Serum & a Crème Reno -
 Le Serum - 30ML \$145, 50ML \$195, 75ML \$234
 La Crème - 50ML \$145, Refill \$125
 1/1 Prestige Le Nextar Integral - 20ML \$845
 Prestige Le Nectar & Baume de Minuit Repack
 1/22 Lip Glow Balm Reno - 14 Shades \$42

FEB:
 2/15 Diorsnow Essence of Light Crème \$160
 3/1 Forever Luminizer and Bronzers Reno \$52
 Bronzer - 8 Shades, 2 Finishes

APR:
 4/15 Addict Couture Cases Reno \$33
 4/15 Addict Couture New Shades \$46
 4/15 Summer Look - See below detail
 5/1 Diorshow Mascara Overvolume \$33
 5/1 On Stage Liner 4 New Shades \$35
 5/1 Couleur Eyeshadows \$70
 5/1 La Mousse Reno \$58

JUN:
 6/1 Lip Glow Butter \$42
 6/1 Rosy Glow Blush Reno \$42

ACTIVATIONS

JAN:
 1/20-2/15 VDAY Inposts & Men's Towers

FEB:
 1/20-2/15 VDAY Inposts & Men's Towers

MAR:
 3/5-3/25 AYS Takeover in 50 doors

APR:
 4/7-5/12 MDAY Inposts

MAY:
 4/7-5/12 MDAY Inposts

JUN:
 5/16-6/16 FDAY Inposts

JAN:
 1/6-1/12 7 Days to Better Skin
 1/29-2/1 Meet the Icons Event (select & non-LNY doors)
 1/29-2/4 Lunar New Year (select doors)

FEB:
 2/21-2/24 Skincare Takeover

MAR:
 3/5-3/15 Spring Dior Beauty Experience

APR:
 3/28-4/6 Spring Preview Ev

MAY:

JUL:
 7/16-7/26 Summer Dior Beauty Experience
 7/29 National Lipstick Day

SETS

VALENTINE'S DAY SET:



MISS DIOR BLOOMING BOUQUET 50ML
LIP GLOW 001
MSRP: \$153 (TBC)

MOTHER'S DAY SETS:



Jadore Eau de Parfum 2pc Gift Set
MSRP: \$150 (TBC)



Miss Dior Eau de Parfum 2pc Gift Set
MSRP: \$150 (TBC)



Miss Dior Blooming Bouquet 2pc Gift Set
MSRP: \$150 (TBC)

FATHER'S DAY SETS:



SAUVAGE EDT
100ml - 7.5g DED STOCK
\$165 (TBC)



SAUVAGE EDP
100ml - 10ml L.E.T.S
\$175 (TBC)



SAUVAGE PARFUM
100ml - 10ml L.E.T.S
\$200 (TBC)



DIOR HOMME EDT
100ml - 10ml L.E.T.S
\$188 (TBC)

SUMMER LOOK:

FACE



BRONZE LED
DIOR BRONZE LED
DIOR BRONZE LED
DIOR BRONZE LED



FOREVER GLOW ILLUMINER LED
DIOR FOREVER GLOW ILLUMINER LED



SKIN PERFECT STICK
DIOR SKIN PERFECT STICK



EYES
INDEHOM & COSMETICS
DIOR INDEHOM & COSMETICS



LIPS
LIP GLOW OIL
DIOR LIP GLOW OIL



NAILS
DIOR VERNIS
DIOR VERNIS

SPRING SKINCARE SETS:



Skincare White Pouch
CT Crème 50ml
Lotion CT 50ml
CT Serum Promo 10ml
\$160



Skincare White Pouch
Serum CT 30ml
Lotion CT 50ml
Crème CT 15ml
Hyalushot 15ml
\$259