

Lori Coulter®
made-to-order swimwear



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Lori Coulter's Made-to-Order Swimwear Makes Waves In Fit and Fashion

First-Ever U.S. Tour Brings TrueMeasure Trunk Show Events to Select Macy's Stores in Miami, Dallas, Houston, Atlanta, Los Angeles and San Diego

ST. LOUIS, March 18, 2010 – Swimwear designer Lori Coulter's custom-designed and TrueMeasure tailored fit swimsuits and cover-ups hit the road this spring for a first-ever trunk show tour at select Macy's stores. Nine stores in six market areas will host four-day events for women looking for high-style swimwear with the perfect fit.

At the core of the Lori Coulter line is TrueMeasure, a 3-D body scan technology that helps consultants design truly individually tailored swimwear for any body shape. TrueConsultants work with customers to select colors, materials, and styles before creating the ideal swimsuit. Designer styling offers a look that is decidedly not "off-the-rack."

"We are excited about the new bold styling we are bringing to customers in 2010, including asymmetrical designs, variegated knit dresses, watercolor prints, Swarovski crystal bikinis, statement-making hardware and our signature designs ranging from Brazilian-cut bikinis to sophisticated one-pieces." says Coulter. "Our custom-to-your-body fit has been our hallmark; now our customers are asking for even more in unique style and splashy embellishments. This year's designs will delight our customers who wish to stand out, not blend in the crowd."

Reserved appointments are recommended for the fitting and design process, which often takes just 20 minutes. A \$25 appointment fee is applied to the purchase of a \$225 custom swimsuit or \$80 to \$95 cover-up. To reserve an appointment, call 1-877-727-9879 or visit www.loricoulter.com.

Spring 2010 event dates and locations at Macy's department stores:

March 18-21	Miami, Florida (Aventura)
March 24-27	Miami, Florida (Dadeland)
March 31-April 3	Boca Raton, Florida
April 8-11	Dallas, Texas (Galleria)
April 14-17	Houston, Texas (Galleria at Hidalgo)
April 28- May 1	Houston, Texas (Memorial City)
May 6 – May 9	Atlanta, Georgia (Lenox Square)
May 20-23	Los Angeles, California (Victoria Gardens)
May 26-29	San Diego, California (Fashion Valley)

About Lori Coulter Made-to-Order Swimwear

Headquartered in St. Louis, MO, Lori Coulter is a drama-free approach to swimwear that marries high-style fashion with personalized fit. Using a world-class 3D body scanner, Coulter captures 140 body measurements in under a minute to create custom swimwear that flatters each woman's unique shape. With over a million style options, Coulter's 2010 collection combines the latest styles, colors, shapes, and accessories to create high-fashion wearable swimwear with a true fit for all ages, lifestyles and activities. For more information, visit www.loricoulter.com.

About Macy's

Macy's, the largest retail brand of Macy's, Inc., delivers fashion and affordable luxury to customers at more than 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam. Macy's stores and macys.com offer 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^(R) and the Macy's Thanksgiving Day Parade^(R), as well as spectacular fashion shows, culinary events, flower shows and celebrity appearances. Building on a 150-year tradition, Macy's helps strengthen communities by supporting local and national charities that make a difference in the lives of our customers.

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