

## Macy's to introduce Shaquille O'Neal menswear collection

Written by

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NEW YORK – Basketball and celebrity superstar Shaquille O'Neal and Peerless Clothing announced they have partnered to create a new fashion menswear collection.

O'Neal will launch exclusively at Macy's, offering a line that ranges in sizes from regular to, fittingly, big and tall.

The Shaquille O'Neal collection, available at 100 Macy's stores nationwide and online at [www.macys.com](http://www.macys.com) will include suit separates and sport coats and patterns will include traditional solids, stripes, and plaids as well as more modern and unexpected sharkskin in shades of black, navy, tan and gray. Retailing from \$150 for pants to \$400 for a jacket, The Shaquille O'Neal Collection will allow the 60XL guy to shop in the same store as his size 40R friend.

"Shaq is one of the biggest stars in sports with a huge fan base and following. A favorite celebrity and personality that is larger than life. Fans everywhere love Shaq for his athletic accomplishments, and his successful foray into music, movies, television shows and business. They love his style, passion and charisma," said Ronny Wurtzburger, president of Peerless Clothing. "When it comes to fashion, Shaq is a trendsetter not only for big and tall and regular size men, but he also has strong consumer appeal among African- and Hispanic-Americans, moms who relate to Shaq's dedication to providing quality products at affordable prices, and kids who see him as their ultimate role model."

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"My interest in developing a menswear collection was based on my frustration with the lack of fashion for big and tall customers and the higher prices for larger size suits," O'Neal said. "I was frustrated that I had to go to a big and tall store rather than shop with my friends at the local department or specialty store. I originally wanted to develop a more fashion-forward menswear collection at an affordable price. Once Peerless and I developed the collection, the reaction from Macy's was so positive that we decided to make the collection in all sizes."

The collection will be marketed online and in store as well as through newspapers and personal appearances. O'Neal will also wear the new collection on TNT's "Inside the NBA" and on future television appearances.

"Shaquille O'Neal is one of the most iconic athletes of our time, and we are thrilled that he chose Macy's to launch this extension of his superstar talent into the world of tailored clothing," said Richard Arnstein, a Macy's vice president. "With his high profile lifestyle, Mr. O'Neal understands the power of being well dressed, and this new collection of suit separates will appeal to men of any size who truly appreciate style and quality."

"I am excited and honored to partner with Macy's, an iconic American brand that believes in our community, to launch a collection that will be fun, elegant and classy," O'Neal said.

Macy's, the largest retail brand of Macy's, Inc. with approximately 800 locations in 45 states, the District of Columbia, Puerto Rico and Guam.