

• PARTNER PROPOSAL · HOLIDAY 2026

Curated by BRND Direct for Macy's

A ready-to-launch fragrance gift shop inside macys.com: curated Gift Edits of individually sold products, one-click add-all, gift-wrapped and shipped by us.

383

Gift Edits

127

Brands

\$0

Inventory for Macy's

• HOLIDAY READY



THE OPPORTUNITY

Gift shoppers don't want to search. They want it chosen for them.

Fragrance is a top holiday gift, but shoppers face thousands of single products. A curated, profile-based edit — "for him, under \$75, for the holidays" — turns browsing into a basket of 2–4 items.

383

Ready Gift Edits across 12 shopper and occasion sections

127

Brands combined — designer to fast-growing Middle Eastern houses

45,481

Edit units available to sell today

THE MODEL

A curated shopping experience — not a new boxed set.

NOT THIS

- ✗ One combined set with a single bundle price
- ✗ Products re-boxed or relabelled
- ✗ Wholesale PO and inventory risk for Macy's
- ✗ Implied brand collaboration

THIS

- ✓ Curated Gift Edit pages on macys.com — a shopping guide
- ✓ Every product listed and priced separately, in original packaging
- ✓ Shopper adds one item or the whole edit in one click
- ✓ Optional gift-ready wrapping, assembled and shipped by BRND Direct



BRND DIRECT

THE MODEL

HOW IT WORKS

From edit page to doorstep in four steps.

01



We curate

Profile-based Gift Edits from our sales data — Him, Her, Couples, budget, occasion, holiday.

02



Listed individually

Each product is its own macys.com listing with its own price and stock.

03



Shopper chooses

One item, a few, or Add all to bag — plus an optional gift option.

04



We wrap & ship

BRND Direct picks, gift-wraps and ships the order together, direct to the customer.

Choose your direction

Tap a filter · tap a collection to open it

FOR
MARKET

SEASON

OCCASION

SCENT

- Men 6 Women 5 Combined 4
- General Market 8 Hispanic / Latino 8
- Black / African American 9 MENA 8 South Asian 4
- East Asian 3
- Top Seller 1 Black Friday 3 Fall / Winter 9
- Spring / Summer 2 All Year 5
- Gift 12 Date Night 6 Night Out 6 Office 3
- Travel 3 Holiday Party 7
- Fresh 6 Woody 4 Amber 9 Floral 7
- Gourmand 3



■ BLACK FRIDA...
Night Statemen...
The Deal-Driven Gi...



■ BLACK FRIDA...
Night Rush Duo...
The Social-Savvy S...



■ CHRISTMAS · ...
Her Holiday Edit
The Holiday Gift-Gi...



■ CHRISTMAS · ...
Gentleman's Wa...
The Modern Gentle...



■ CHRISTMAS · ...
Rouge Nights E...
The Luxe Gifter



■ NEW YEAR · ...
Her Discovery F...
The Scent Explorer



■ NEW YEAR · ...
New Year State...
The Celebration Host



■ OCCASION · ...
His & Hers Edit
The Thoughtful Co...



● TOP SELLER
Acqua Essential...
The Polished Profe...



● MARKET · M...
Oud & Amber ...
The Oud Connoiss...



■ MARKET · HI...
Dulce & Bold Edit
La Anfitriona



■ MARKET · BL...
Velvet Warmth ...
The Signature Seek...



■ MARKET · SO...
Jasmine & Saffr...
The Celebration Dr...



● MARKET · EA...
Soft Light Edit
The Minimalist



■ MARKET · GE...
Classic America...
The Heritage Shop...

Multicultural Market: groups that over-index on this scent profile, based on general fragrance-preference trends. For merchandising guidance only.
MENA = Middle Eastern & North African.

WHY THIS FITS MACY'S

Built for how **Macy's** gifts.

Based on Macy's 2025 holiday program: 100 Days to Christmas kickoff, 40%+ newness, the Wrapped & Ready gift list and the \$6 red gift box.



Cross-brand edits Macy's doesn't have

Macy's Wrapped & Ready fragrance sets are single-brand. Our edits combine 2-4 brands around a shopper — a new kind of gift on the page.



New-to-Macy's brands → 40% newness

127 brands including fast-growing houses like Afnan, Armaf, Lattafa and French Avenue that Macy's shoppers can't find there today.



Ready for 100 Days to Christmas

73 holiday and doorbuster edits with copy, images and gift options ready to go live by mid-September.

Gift-ready like the red box — every edit can ship in the Signature Red Gift Box at the same \$6, plus four more looks.

Right channel per product — new-to-Macy's brands via Macy's Marketplace; brands Macy's already carries via Vendor Direct drop-ship.



BRND DIRECT

WHY THIS FITS MACY'S

MAKE IT A GIFT

Five gift looks — from a \$3.99 ribbon to a keepsake box.

The shopper picks a gift option at checkout. BRND Direct wraps and ships it. Every product stays sealed in its original brand packaging.



Red Ribbon Band

+\$3.99

Fastest · lowest cost

Red satin band + bow and white tag around the sealed products



Kraft Gift Bag + Red Bow

+\$4.99

Recyclable

Kraft paper bag, white tissue, red bow and tag



Signature Red Gift Box

+\$6.00

Matches Macy's \$6 wrap

Glossy red box, white ribbon and tissue



Keepsake Magnetic Box

+\$9.99

Reusable keepsake

Matte black book-style box, red lining, fitted insert



Reusable Fabric Wrap

+\$12.99

Zero-waste · 2026 trend

Red-and-white cotton furoshiki wrap the recipient reuses



Gift tag, message card + QR video message free with every option



Assembled, wrapped and shipped from the BRND Direct warehouse



No opening, re-boxing or relabelling of any product

What the shopper sees.

Live, scrollable concept page: filters, separate products and prices, Add all to bag and the Make it a Gift picker.

FREE SHIPPING on orders \$49+ · Concept mockup prepared by BRND Direct for Macy's — not a live page

★macy's

Q What are you looking for today?

Sign In

Stores

Open full page ↗

WomenMenKidsHomeShoesHandbagsBeautyGiftsSale

Beauty / Fragrance / Gift Guides / Curated by BRND Direct

CURATED BY BRND DIRECT

Men's Fragrance Gift Edit

Discover a selection of individually packaged fragrances chosen by BRND Direct to make gift shopping easier. Add one, or add the whole edit — and make it a gift with a ribbon, gift bag or gift box.

① About this shopping guide

This collection is a shopping guide featuring separate products from their respective manufacturers. Each product retains its own identity, manufacturer packaging, and individual product details. Customers may select the products they wish to purchase, and selected items can be purchased together in one order for convenience.

BRND Direct independently curates this selection. The collection is not represented as an official collaboration or jointly produced gift set unless expressly authorized by the relevant brands.

Individual products, prices, availability, and quantities are shown separately on their respective product pages. Optional gift wrapping is added around the sealed products and does not alter any manufacturer packaging.

SHOPPING FOR

HimHerCouplesEveryone

> BRND DIRECT

ON MACYS.COM

THE RANGE

383 Gift Edits, 12 sections.

Holiday first. Every edit, product price and quantity is in the full catalog.



40

Black Friday & Cyber Monday

From \$16 edit total



33

Holiday

From \$52 edit total



56

Top Sellers

From \$40 edit total



13

Budget Favorites

From \$27 edit total



29

Occasions & Seasonal

From \$58 edit total



42

Scent & Home / Beauty

From \$25 edit total



39

General Market

From \$30 edit total



35

Black / African American

From \$26 edit total



23

Hispanic / Latino

From \$16 edit total



31

MENA

From \$45 edit total



5

South Asian

From \$53 edit total



37

East Asian

From \$21 edit total

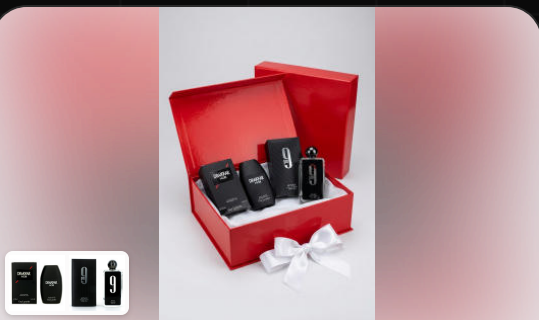


BRND DIRECT

THE RANGE

SAMPLE GIFT EDITS

Each product priced on its own.

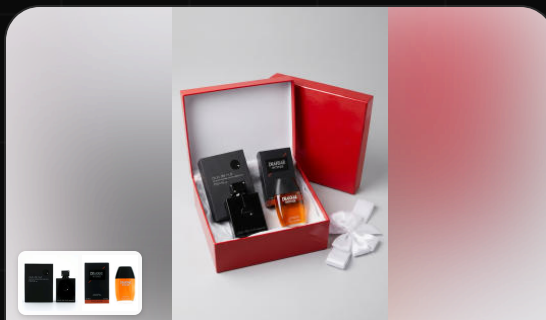


Night Statement Edit

Guy Laroche Drakkar Noir Eau De T... **\$20.99**

Afnan 9PM Eau De Parfum Spray fo... **\$31.99**

Edit total **\$52.98** · + Signature Red Gift Box \$6

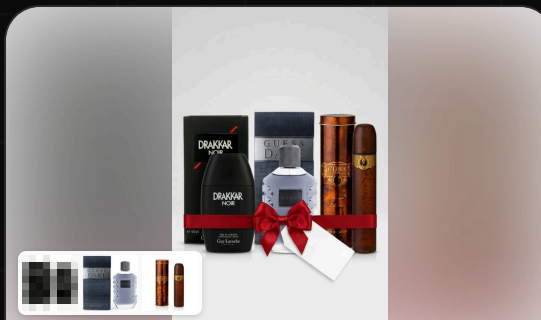


Night Rush Duo Edit

Armaf Club De Nuit Intense Eau De ... **\$59.99**

Guy Laroche Drakkar Noir Intense E... **\$23.99**

Edit total **\$83.98** · + Signature Red Gift Box \$6



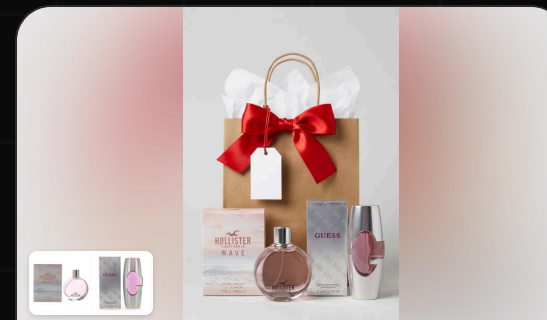
Cyber Monday Trio Edit

Guy Laroche Drakkar Noir Eau De T... **\$20.99**

Guess Dare Eau De Toilette Spray f... **\$23.99**

Cuba Gold Special Edition(M)EDT Sp... **\$8.99**

Edit total **\$53.97** · + Red Ribbon Band \$3.99



Her Doorbuster Edit

Hollister Wave Her Eau De Parfum f... **\$20.99**

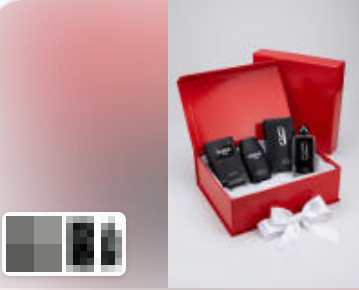
Guess Pink Eau De Parfum Spray fo... **\$25.99**

Edit total **\$46.98** · + Kraft Gift Bag + Red Bow \$4.99

HOLIDAY FIRST

40 Black Friday & Cyber Monday doorbusters.

Every product in a doorbuster edit carries its own deal price with the regular price struck through.



Save 16%



Night Statement Edit

\$52.98

~~\$62.98~~



Save 15%



Night Rush Duo Edit

\$83.98

~~\$98.98~~



Save 16%



Cyber Monday Trio Edit

\$53.97

~~\$63.97~~



Save 13%



Her Doorbuster Edit

\$46.98

~~\$53.98~~

Black Friday · Cyber Monday
Live by Nov 20

Christmas
Live by Dec 1

New Year's Eve
Live by Dec 26

Valentine's Day
Live by Feb 1

Built to respect every brand.

Brand resale authorization and MAP policies confirmed per brand before launch.

Always

- ✓ Each product sold separately, own price and page
- ✓ Brand names and titles exactly as the manufacturer writes them
- ✓ "Curated by BRND Direct" shopping-guide disclaimer on every edit
- ✓ Gift wrapping only goes around sealed products

Never

- ✗ No combined set SKU or single bundle price
- ✗ No claim of brand collaboration or official gift set
- ✗ No opened, re-boxed or relabelled products
- ✗ No testers, vials, dupes or comparison claims

Live in weeks, not seasons.



By Aug 1

Agree model (Marketplace + Vendor Direct), terms and gift-option split



By Aug 31

Brand authorizations confirmed; listings, edit pages and gift looks loaded



Mid-Sept

Holiday edits live for Macy's 100 Days to Christmas kickoff



Nov-Dec

Black Friday / Cyber Monday doorbusters; weekly sell-through refresh



Let's launch the Macy's Gift Edit shop.

Pick the sections to launch, confirm the model, and we'll load listings, edit pages and gift options for Holiday.

✧ Review the full catalog

✧ Choose launch sections

✧ Agree model & terms

WWW.BRNDIRECT.COM