

— THE — MARTHA POST



MARTHA STEWART
COLLECTION

Spring 2015

Dear Friends,

The spring 2015 shopping season is a very exciting one for me because it brings the long-awaited launch of Whim by the Martha Stewart Collection. The products have been in development for many months, and I can't wait until you see Whim for yourself!

We wanted to create an affordable line of products that would appeal to customers looking for fun, colorful, modern bedding and dinnerware, so my talented team of young designers turned to their own homes and personal styles for inspiration. The result is Whim—a bold assortment of bright colors and whimsical prints that just make you smile. I think you'll love the looks we've created (the flamingo sheets are a favorite among my team!). These easy-to-coordinate designs are sure to be a hit with many of your customers: millennial shoppers, those outfitting a first home, and those who love to decorate with a unique personal style.

I'm eager to hear what you and your customers think of Whim. Spread the word!

Martha Stewart



WHAT'S INSIDE:

- Introducing Whim from the Martha Stewart Collection
- Setting the Best Table with the Everyday Entertaining Collection
- Creating a Great Centerpiece
- Recipes from *One Pot*



whim



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INTRODUCING: WHIM

Whim by Martha Stewart Collection is designed for the customer who wants to put a creative, individual spin on her home decorating. We give her bright colors, graphic patterns, and easy-to-live-with 100% cotton, without forgetting the Martha Stewart Collection's focus on quality, function, and affordability.

The sophisticated and playful prints and patterns are fun to combine in ways that express her personal style. So follow your Whim! Sheets launch in 650 doors, top of beds launch in 425 doors, and dinnerware launches on macys.com.

WHIM 5-PIECE COMFORTER SET

Web ID: 1747994 (Mirror Mirror), 1747993 (Pretty in Poppy), 1747992 (Spot Chevron), 1747995 (Two-Tone Stripe)

The 5-Piece Comforter Set comes in four different patterns that can be combined with any of the quilts and sheet sets included in the Whim collection. Each element — even the decorative pillows — is machine washable and comes in Twin/Twin XL, Full/Queen, and King sizes.

Set includes: Comforter, 2 shams (1 sham in Twin/Twin XL), 2 decorative pillows (16 x 16" and 12 x 18")

MAKE MAGIC TIP: *Pick out solid and printed sheet sets that you think look best with each bed, and recommend the customer stock up so she has a full rotation of sheets — one on the bed, one in the laundry, and one in reserve.*

WHIM QUILTS AND SHAMS

Web ID: 1748094 (Different Strokes), 1748095 (Pretty in Poppy), 1748096 (Vine Time)

The Quilts and Shams have 100% cotton shells and come in three patterns that coordinate back to the Whim top of beds and sheet sets. Quilts are available in Twin/Twin XL, Full/Queen, and King sizes, and the shams (sold separately) are available in Standard and King sizes.

MAKE MAGIC TIP: *Layering quilts is a popular way to manage sleep temperatures. They can be doubled on cooler nights and turned down when nights are warm. Show the customer which quilts you think look best together.*

WHIM SHEET SETS

Web ID: 1747274 (Printed), 1740840 (Solid)

The 100% Cotton Percale Sheet Sets are machine washable and come in four solid colors and five patterns. They're available in Twin, Twin XL, Full, Queen, King, and Cal King sizes. The Twin XL size is perfect for the customer shopping for a college dorm bed.

Set includes: Flat Sheet, Fitted Sheet, Pillowcase(s)

MAKE MAGIC TIP: *Remind the customer that percale sheets are best as a summer sheet, or an all-year sheet for someone who gets warm at night, as they're known for feeling crisp and cool.*

WHIM 16-PIECE DINNERWARE SET

Web ID: 1889436 (Blueberry Pie), 1889437 (Candy Apple), 1889439 (Lemon Zest), 1889438 (Pool)

Set a lively table with the 16-Piece Dinnerware Set from Whim. Available in four bright colors, these porcelain pieces are microwave and dishwasher safe.

Set includes: 4 Dinner Plates, 4 Bowls, 4 Salad Plates, 4 Mugs

MAKE MAGIC TIP: *If she can't settle on one color, encourage her to buy and mix multiple sets! To keep the table from looking too busy, she can accent it with flowers in white or a single tone.*



DID YOU KNOW? *Martha Stewart began a modeling career at the age of 13, appearing in fashion shows, television commercials, and print advertisements.*



EVERYDAY ENTERTAINING

Setting a simple, but beautiful table for her casual entertaining needs is now even simpler with the Martha Stewart Everyday Entertaining Collection. Dinnerware, glasses and, new-this-season, stainless steel flatware are sold in sets of six, while serveware is sold in sets of two so she can fully stock her buffet tables with the right items to serve a great meal.

Also new this season, table linens that will give her table a beautiful, casual look. Solid color tablecloths come in 70" Round, 60 x 84" Oblong, and 60 x 102" Oblong sizes with matching napkins sold in sets of two. Printed table linens include placemats (sold individually), table runners, and napkins (sold in sets of two).



EVERYDAY ENTERTAINING COLLECTION

Web ID: 1733348

All items sold in sets of six unless otherwise noted

Highball Glasses, Double Old Fashioned Glasses, Buffet Plates, Luncheon Plates, Pasta Bowls, Dessert Plates,* Coffee Mugs,* Serving Bowls (set of two), Oval Platters (set of two), Dinner Forks, Salad Forks, Dinner Spoons, Teaspoons, Dinner Knives

BENTON TABLE LINENS

Set of two napkins (Web ID: 1870693; Blue Stripe, Red/Brown Stripe, Taupe Solid), Placemats (Web ID: 1870691; Blue Stripe, Red/Brown Stripe), Table Runners (Web ID: 1870692; Blue Stripe, Red/Brown Stripe), 70" Round Tablecloth (Web ID: 1870690; Taupe Solid), 60 x 84" Oblong Tablecloth (Web ID: 1870689; Taupe Solid), 60 x 102" Oblong Tablecloth (Web ID: 1870688; Taupe Solid)

ENAMELED CAST IRON COOKWARE

Web ID: 643436

Be sure to look for the new colors debuting this quarter in the Enameled Cast Iron 6-quart pot. Enameled cast iron is so versatile. Martha uses it for everything from baking casseroles to browning meats. Its heavy construction distributes heat efficiently and traps moisture to enrich braises, stews, and pot roasts. The handles are generously sized for a safe, easy grip. The 6-quart casserole (offered in ten colors) is beautiful straight from oven to table. With proper care, this pot will last a lifetime.

Check out the recipes on the next page and give The Perfect Pot a try. You can find even more recipes in Martha's Cookbook, *One Pot*, available at Macy's.

A QUICK TIP To create a beautiful and simple floral arrangement for the table, make a grid across the mouth of a bowl using clear tape. Trim the stems and place the flowers snugly within the grid.



*Available exclusively at macys.com

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THREE-CHEESE LASAGNA

Serves 4 to 6

- 2 cans (one 28 ounces and one 15 ounces) whole peeled plum tomatoes
- 3 garlic cloves, finely chopped
- 3 tablespoons extra-virgin olive oil
- Coarse salt and freshly ground pepper
- 1 large egg yolk
- 1½ cups part-skim ricotta cheese (12 ounces), room temperature
- 1 box (12 ounces) no-boil lasagna noodles
- 2 cups shredded fresh mozzarella cheese (½ pound)
- ¼ cup grated Pecorino Romano or Parmigiano-Reggiano cheese (1 ounce)

Directions

Active time 30 minutes
Total time 1 hour

Preheat oven to 400°F. In a food processor, pulse tomatoes (with their liquid) until coarsely puréed. In a large sauté pan, bring tomatoes, garlic, and oil to a boil over medium-high heat. Season with salt and pepper. Reduce to medium and simmer until thickened, about 12 minutes (you should have about 5 cups marinara sauce).

Meanwhile, in a bowl, mix together egg yolk, ricotta, and ½ teaspoon each of salt and pepper.

Carefully pour sauce into a heatproof bowl, and return ¾ cup to pan; spread sauce evenly. Add a single layer of noodles, breaking them up to fit. Top with half the ricotta mixture, spreading evenly. Follow with a second layer of noodles, then 1½ cups marinara. Add a third layer of noodles, then remaining ricotta mixture. Follow with a final noodle layer, then remaining sauce. Sprinkle mozzarella and Pecorino over top.

Bake lasagna until golden and bubbling, 30 to 35 minutes. Let stand 10 minutes before serving.



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BAKED RISOTTO WITH CARROTS AND SQUASH

Serves 4

- 2 tablespoons vegetable oil
- 1 small onion, finely diced
- 4 garlic cloves, minced
- 2 tablespoons minced peeled fresh ginger
- 1 teaspoon ground cumin
- Coarse salt
- 3 medium carrots, cut on a diagonal into ¾-inch slices (2 cups)
- 1 cup Arborio rice
- ½ cup red lentils, picked over and rinsed
- 2½ cups water
- ½ small butternut squash, peeled, seeded, and cut into 1-inch chunks
- Lime wedges and fresh cilantro sprigs, for serving

Directions

Active Time 30 minutes
Total Time 1 hour

Preheat oven to 400°F. In a 6-quart enameled cast iron casserole, heat oil over medium-high. Add onion, garlic, ginger, cumin, and 1½ teaspoons salt; cook until onion is translucent, about 3 minutes. Add carrots, rice, and lentils; cook, stirring, 1 minute. Add the water, and bring to a boil. Add squash and return to a boil. Cover and transfer to oven. Cook until liquid is absorbed and rice is tender, about 20 minutes. Let sit, covered, 10 minutes before serving. Squeeze with lime wedge, and top with cilantro.



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