

Thalia
Sodi

INTRODUCING
THE NEW COLLECTION
AVAILABLE SPRING 2015



only  macy's

International superstar.
Multi-platinum
recording artist.
Author and actress.
Icon of style.
Entrepreneur.

Thalia Sodi is a beloved international singer and actress known as the Queen of Latin Pop by her fans. In addition to a music career that spans 25 years at the top of the charts, Thalia is internationally recognized, a published author, and a philanthropist. She is the most successful female musical artist of Mexican descent, selling over 40 million records. She holds the record for the most appearances in *People en Español's* list of Most Beautiful Latin Celebrities. She's a global television icon, Queen of the Telenovelas, and a Latin Grammy and Billboard Award winner. She is the mother of two and wife to media mogul Tommy Motola.

2  Thalia
Sodi



The Passion. The Style. The Charisma.

Discover the debut collection that captures the passion, the style and the charisma of the legendary Thalia Sodi, only at Macy's.

Colorful dresses, sexy silhouettes, pants with unique fit attributes, and fabulous jewelry create a collection that empowers women to live the life they love. The Thalia Sodi Collection aspires to make all women feel beautiful, confident and passionate about the way they dress. And, for the first time in Private Brands history, we're launching clothing, shoes, and jewelry at the same time.

The Thalia Sodi customer is looking for sexy, feminine, head-to-toe looks that appeal to her confidence and attitude. She dresses up to go out and loves heels, prints, and bold colors.

She's confident, she's sexy, and she's not afraid to show it.





The Fit.

The Thalia Sodi Collection outfits a body that is not currently represented on the Private Brands sales floor.

Over 20,000 bodies were analyzed, and fit is critical.

The Thalia Sodi customer's body is a straighter body. She is a bit shorter, broader in the shoulders, and has a fuller chest, shorter legs, and a fuller waist. She's got a larger top size than bottom size.

Pants are form-fitting and feature a shorter rise and inseam for a more streamlined fit.

Nearly all of the fabrics in the Thalia Sodi Collection have stretch so the garment shapes and molds the body. Some garments, especially the more form-fitting styles, are lined to ensure the customer is smoothed out without sacrificing her look.

Shoe footbeds are 10% wider than other shoe brands to accommodate a wider foot (however, it is not considered a wide-width shoe). This helps keep her comfortable when wearing heels from day to night.



The Collection.

The Thalia Sodi Collection features a range of bold colors, animal prints, gold detailing, and mixed materials.

She loves animal prints, so each season will include variations — zebra print, snakeskin, and different versions of the leopard print.

Gold is a symbol of status and glamour, and it's used throughout the collection as a trim, embellishment, or accessory.

Mixed-material wedges, embellished booties, comfortable slouch boots, beautifully detailed sandals, and stunning heels with fringe soft metal accents, all-over embellishments, and bejeweled ornaments create movement and allow her to effortlessly stand out from the crowd.





The Dresses.

Exotic prints, ruched accents, and bold embellishments in curve-conscious silhouettes make Thalia Sodi dresses perfect for daytime or nighttime wear.

Almost all of the fabrics in the Thalia Sodi Collection have stretch so the garment shapes and molds the body. Most of the dresses, especially the more form-fitting styles, are lined with stretch fabric so the dress skims her body and doesn't cling, accentuating her legs and chest, which are her best features.

Ruching, gathering, and draping in garments are strategically placed to ensure she feels comfortable, confident, and beautiful.





The Pants.

Keep the focus on the curves with a pair of Thalia Sodi pants. Lean leggings, chic skinnies and barely bootcuts feature shorter rises and inseams for a streamlined fit.

Pants feature a shorter rise and inseam for a more streamlined fit. The rise has been adjusted to sit at her natural waist.

Skinny leg pants have a 28-inch short and a 30-inch regular inseam versus 29-inch short and 31-inch regular inseams in other brands.

Bootcut pants have a 30-inch short inseam and a 32-inch regular inseam versus 31-inch short and 33-inch regular inseams in other brands.

Super stretch fabrics hold her in and stretch with the curves of her body to provide optimum fit. Pants have a wider waistband and elastic details to fit her unique proportions.



Reference the RTW Pants OmniChannel MAGIC Selling Guide for more information.



The Jewelry.

Go big with dramatic bling that glams up everything from day dresses to night-out ensembles. Beautiful necklaces, earrings, bracelets and rings coordinate perfectly with Thalia Sodi clothing and shoes.

Statement jewelry pairs perfectly with statement apparel from the Thalia Sodi Collection. Bold status jewelry helps to capture the VIP lifestyle the Thalia Sodi customer lives. It's all about gold in her world, so larger statement pieces, as well as delicate pendants and stud ball earrings, help her stand out in every way.

She's not afraid to over accessorize and she'll find the great prints, colors, and materials used throughout the brand captured in the jewelry assortment, so completing her Thalia Sodi look is simple.





The Shoes.

Shimmery stunners, red-hot heels, and chic sandals with exotic prints, bold colors, rhinestone detailing, ankle straps, and metallic details will turn heads in any room.


With a footbed that is 10% wider than other shoe brands, along with fabric and details that coordinate back to jewelry and clothes, she'll be comfortable and boldly coordinated.





The Wardrobe.

The Thalia Sodi Collection was curated to coordinate across apparel, shoes, and jewelry, creating one gorgeous look for our customer. Here are some excellent outfitting options to help you put her look together.



For her fun, outgoing side, grab the ruched dress — one of the core silhouettes and fabrics. The ruching detail will make her feel slimmer and more confident. The fringed gold statement necklace and bangle bracelets, and the gold accents and fringe details on the shoes pull the outfit together perfectly. The cropped faux leather jacket adds a layer for outdoor wear and can be left off when it's time to hit the dance floor.

For her sexy, provocative side, the maxi dress is a true show-stopper. The plunging neckline allows her to show a little skin, while the high-low hemline helps elongate her body by exposing her leg with every step she takes. Pair it with the layered chain link status necklace to give her a little coverage and to match the gold piping in her bold pink pump.

For her elegant, sophisticated side, dress her in a pair of side elastic leggings and a printed top. Help her choose some coordinating jewelry to pop the colors in her print and then select a pair of black platform heels to really finish the look.





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