Macy’s-Retailer

Macy’s is an iconic retailer that has been in business for over a century. As a company, Macy’s, has been able to withstand the evolution of retailing over the past 100 years. This brand has become an American Tradition and recognized across globe. Macy’s first began as a dry cleaner in New York City. This dry cleaning store was very unsuccessful and eventually closed and reopened as a successful department store. Macy’s has had success in the past because they were able to create new customer experience that was never before done in retailing.

The experiences Macy’s created in the past helped establish themselves as an American icon and not just a retailer. They started The Macy’s Day Parade which is watched on Thanksgiving morning by people across the nation. This parade has helped Macy’s become a tradition as opposed to just a retailer. Another thing Macy’s did in the past that proved to be very successful was recreate the customer shopping experience. They were the first retailer in New York City to hold a liquor license. They made shopping at Macy’s a place where people could come and socialize and spend more time in the store.

Today Macy’s is still a successful brand and well-known brand. One of the things they have done well that reflects how innovative they are is create a good online shopping base. Their website is very easy to navigate on a desktop and a cell phone. I think this is the main focus of
many retailers because online shopping is always growing. Macy’s has done a really good job at keeping their website up to date and it has a lot of helpful tools for shoppers. Another thing Macy’s is currently struggling with today is gaining market share with the millennials. Most of their customers are older and if they cannot gain the millennial they might not continue to be successful. In attempt to gain this market share Macy’s has added new popular collections like Free People to their stores. Overall Macy’s today has had their ups and downs, but ultimately they are focused on gaining the millennial consumer.

In the future I see Macy’s losing a lot of retail space. They are already closing stores, but I think that their store space will decrease dramatically. I also think they will start having to bring in more popular brands that the younger generation will like, in order to create the generational connection that they have been able to make in the past. Making Macy’s stoppable for everyone at all ages is what they have been good at in the past, and in the future they need to learn how to continue to expand on this. Macy’s and other big box retailers will all be faced with these challenges and will need to find new ways to connect with their customers.

Alex and Ani-Wholesalers

Alex and Ani is a fairly new company that was founded in 2004. They are well known for their bangle bracelets that are made here in America. Other than their iconic bangle bracelets they sell other jewelry like necklaces, earrings, and rings. All of their jewelry is very cohesive and is often combined to create a complete look. Some of their jewelry including their bangles have charms on them with different engravings that have deeper meaning behind them, and this is shown on the packaging for each bracelet. This allows for personalization and inspiration for shoppers when picking out bracelets for themselves or as gifts. Another thing Alex and Ani does
is Charity by Design which creates bracelets for different charities and shoppers can support them by purchasing the unique bracelet for that cause.

Since Alex and Ani is a fairly new company a lot of what they have done in the past is create brand recognition. They began selling their products in department stores and smaller privately owned boutiques. They also market on their packaging all of the positive aspects associated with their brand and I think this is what has made them so successful when just starting out. Some of the highlighted values on each bracelet and that they are made in America, they are make out of recycled materials, and are recyclable themselves. Alex and Ani is a company based on a lot of values and using those values in the past through the products I believe is what made them successful.

Currently Alex and Ani is expanding at a quick rate. They now have their own store fronts the first being in SoHo and constantly add new products to their product mix. When working with retailers they have increased the product assortment in stores and built more brand awareness. They also have been building this brand awareness by beginning to advertise in magazines like Vogue, Cosmopolitan, and Elle. These ads were very beneficial to spreading the word about the brand and hitting their target consumer. They also ran these ads in the September Issues which is a very popular time for fall fashion. As a wholesaler to smaller boutiques and department stores they have done a lot of promotions themselves to draw in customers to find their locations. Their website also has a feature that allows you to find all of the stores that carry their jewelry, so it is easy to find in customers areas.

In the future I can sell this brand doing very well if they increase the amount of department stores and boutiques that they sell in. They have a great vison and mission for their company and I think it’s something that customers are beginning to take more seriously. As a
millennial I would rather shop at a place that not only does something for charities, but is good for the environment as well. I don’t think in the future they should open store fronts because they have been successful in boutiques and department stores. I also think that in the future they will take more control over the visual merchandising in each boutique and department store they chose to enter because it is very important to their brand that their message is clear and consistent.

In conclusion both Macy’s and Alex and Ani are innovative brands that I think will last in the future. Macy’s being an iconic retailer will have to reposition themselves to reach the millennial market. Alex and Ani as a wholesaler will be successful because of their positive brand image and vision. Alex and Ani in the future will need to create more brand awareness as well as a wide variety of products to keep their customer returning. Both of these companies have unique and successful business models that have driven their success from the past to the present and will continue into the future.

**Bibliography**
