12 Small Things in One Big Store: Macy’s and 12 Small Things

Executive Summary

Macy’s should introduce a line of one-of-a-kind pieces through a partnership with the start-up company 12 Small Things. The implementation of this proposal will lead to an increase in millennial consumption as well as customer loyalty overall.

Consumers, and millennials especially, are becoming increasingly focused on the cultural aspect of their world. Implementing collections from 12 Small Things will bring this to consumer interest into the retail market, making Macy’s the sole provider of a cultural experience within a large department store.

Macy’s must follow three steps in order to increase in-store shopping by millennial consumers. First, Macy’s must develop a partnership with 12 Small Things. Second, Macy’s must incorporate four seasonal collections into their department stores. The final step is to release a viral video targeted at social media users that markets the partnership.

Macy’s will benefit in the following two foreseeable ways from its collaboration with 12 Small Things:

1. *Increasing their millennial consumer base*
   - Targeting millennial consumers, a difficult demographic who have decreased their in-store shopping in favor of online shopping.

2. *Expanding their reputation beyond American tradition*
   - Establishing themselves as socially and culturally aware among the millennial generation who share these values.

Our proposed venture is for Macy’s to exclusively sell four seasonal collections in partnership with 12 Small Things. For every season, twelve items handmade by artisans from twelve different regions of the world will be featured. A marketing strategy targeted specifically at millennials on social media will be implemented to promote the partnership.

Macy’s can seize this opportunity to increase sales among millennial consumers and establish themselves as globally and culturally aware by contacting Maria Garcia. Ms. Garcia can further assist Macy’s in the guidelines and approaches for implementing a partnership with 12 Small Things.