Initiatives
Macy’s Initiatives

- Enhance Diversity
- Utilize Technology
- Increase Sales
Diversity

- 5 Focus Areas
  - Colleagues
  - Customers
  - Suppliers
  - Community
  - Marketing
Embracing Our Colleagues Strengthens Our Company

Our mission is to embed diversity and inclusion into how we think, act and operate.
The Issues
Body Types Examples

- Somatic Body Types
- Inaccurate Representation
- Accommodate Every Body Type

Ectomorph  Mesomorph  Endomorph
SUITING UP  Find the perfect fit that suits your style.

**SKINNY FIT**
- High armholes
- Slimmest through the chest & shoulders
- Extra-slim trousers
- Narrowest leg

**SLIM FIT**
- High armholes
- Slim through the chest & shoulders
- Slim trousers
- Narrow leg

**MODERN FIT**
- Higher armholes
- Trim through the chest & shoulders
- Fitted trousers
- Slightly tapered leg

**CLASSIC FIT**
- Deep armholes
- Wider through the chest & shoulders
- Roomier trousers
- Straight leg
Bespoke Unit's Guide To Understanding Your Body Type

Average Height & Weight
Average Height & Thin
Average Weight & Tall
Big & Tall
Tall & Thin
Average Weight & Short
Average Weight & Heavyset
Short & Short
Short & Thin

Initiatives Issue Solution Implementation Conclusion
LGBTQ Community

- LGBTQ
- Tailoring to their needs
- Few places accommodate male suits
How Could One Personalize Their Suit?

- Personalization of Suits
- Macy’s Website (Men’s Suits & Tailoring)
Importance of a Perfect Fitting Suit

● Clothing and its impact

● Psychological take

● “Look good feel good”
Initiatives  Issue  Solution  Implementation  Conclusion
- Convenience
- Experience
- Personalization
Parade
Online Marketing

● Advertising diversity initiative

● Updating website

● Essential components
  ○ Fit
  ○ Size
Implementation
Implementation

Total Cost = $33.5 Million

1) Acquisition of MTailor
2) Revamping of Stores
3) Marketing Costs
MTailor

- $25 - $30 Million
- Increased inclusion in customer base
- No R & D
- Cost < 1% of annual revenue
In Store

- Increased customer acquisition
- $3 Million
- Enhanced experience for customer
Marketing

- $500,000
- Reaching 50 million people worldwide
- Exposure to revenue
Projected Revenue

Total Cost = $33.5 Million

Revenue = $1.2 Billion
Benefits

- Diversity of customers
- Mobile first approach
- Omni-channel retail
Conclusion
In a Nutshell

- Changing markets and society
- Customers buy from their favorite brands
- E-commerce decreases in-store shopping
Conclusion

- Macy’s MTailor technology acquisition
- Macy’s Thanksgiving Day Parade
- Advertising inclusion