Sustainability
Global Strategy
Green Business
Alternative Apparel’s Competitors

Sword & Plough

James Perse
Los Angeles

EcoAlf
Upcycling Worldwide
One Item Focus
Expensive
Average Customer Service
Non-Organic PIMA
Overpriced

Few Color Options
Website Is Bland
Expensive

Not Much Variety

Unauthentic

Email Support Service
How Does Macy’s Benefit?
Marketing Strategy

Target Millennials → Online Advertising → In-Store Interaction
Why Social Media Is Important

Business Trend

Influence on Society
Business Trend

Social Media Adoption Of Top Brands

Facebook: 99%
Twitter: 97%
Google+: 70%
Pinterest: 69%
Instagram: 59%

83%
69%
65%
Influence On Society

The influence of social networks

74%
Macy's Only one star captures the magic! Share your fave finds with #macyslove
📸: macyssnaps like2b.uy/macys
Alternative Apparel Soft. Simple. Sustainable. #WearAlternative Shop our Instagram: stylepick.it/alternativeapparel
Millennials On Social Media

- 44% Text Messaging
- 38% Social Media
- 38% Instant Messaging
- 16% Social Blogging
How does Alternative Apparel’s use of social media benefit Macy’s?
Dominate the Retail Industry

Raise Macy’s Brand Name

 Increases Revenue
Giving Tree Campaign

Eco-Friendly Fashion Show
Plastic Bottles
Paper
Cans
Clothes
HELP
★ macy's
Go
Green
Donate Here
Welcome to Macy’s Annual Eco-Friendly Fashion Show