



# Innovation 2020: “Market by Macy’s”

Strategic Conceptualization for In-store Revitalization

Presented to Macy’s Senior Leadership in Q1, 2016



**Context:** In the summer of 2015, I was asked to represent the Macy's User Experience Team as a participant in one of 22 "Innovation 2020" task forces. Based on my background in the Health & Wellness sector, I was assigned to an appropriate team.

**Opportunity:** Macy's sought out internal subject matter experts to help lead the venerable brand into the future. In Q1 of 2016, of the original 22 teams, 8 were chosen by the C-suite to advance, each with a budget of \$1m.

**Objective:** Using my initial concept and mock-ups of a "Market by Macy's," the task force developed a plan for a store-within-a-store centered on the theme of "Strengthen, Nourish, Restore."

**Outcome:** Our plan was approved, the experience was implemented in the Easton, OH, "Store of the Future" during Q2 of 2016, and the concept has subsequently influenced several strategic endeavors for years to come.



market by ★ macy's



## Hypothesis: “Market by Macy’s”

“**We believe that customers** want more locally-sourced food options, broader knowledge of health & wellness offerings, a greater sense of community, and better access to Macy’s inventory of products.

**If we leverage** our parking lots by making these spaces available to local farmer’s markets, food fairs, health & wellness festivals, and partnership product offerings, **it will incentivize** our customers to attend these markets, **resulting in added sales** at sponsored booths, increased foot traffic in the store, revenue from real estate on lower traffic days, and greater overall conversion.”

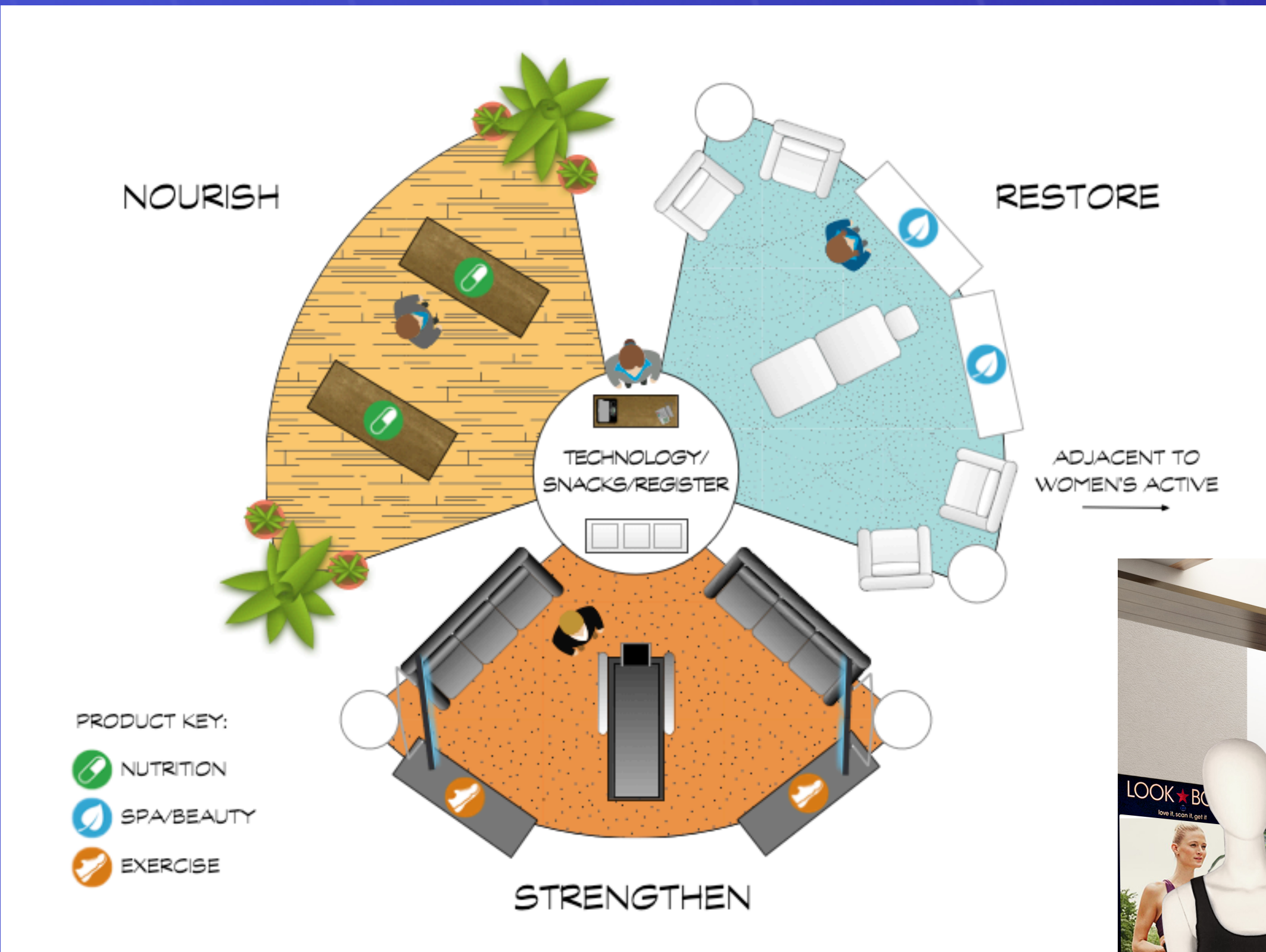


We will transform this...

...into this!



# FLOOR PLAN LAYOUT & MOCK-UP



# FINAL IN-STORE EXECUTION



# INFLUENCE

2015



Innovation 2020  
Task Forces

8 of 22 task forces awarded \$1m  
to support brand revitalization



2016



Strengthen, Nourish,  
Restore

Store-within-a-store concept  
rolled out in Easton, OH



2018



“The Market@Macy’s”  
& “Story”

Macy’s acquires “Story” by  
Rachel Schectman, continues  
store-within-a-store exploration



2022



“Market by Macy’s”

8 total off-mall, small format  
stores by EOY 2022





**Thank you!**