



macy's

GOLDEN WEEK

黃金週間

NRF Foundation University Challenge Case Competition

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AREA OF FOCUS & REASONING

What is Golden Week?

Golden Week is a holiday period from **April 29-May 5th** in Japan. During this period, **Showa Day, Constitution Day, Greenery Day, and Children's Day** are celebrated.

Seasonal Timing

A popular time of year for shopping and gift-giving is spring. *In the U.S., there are six commemorative dates during spring (Amazon Ads, 2024), which match the Golden Week season.* This is an excellent time for Macy's, the home of iconic brands, to increase sales since they may use it to provide exclusive products, customized collections, or promotions.

Cultural Significance

One of the most significant celebrations in Japan is Golden Week, which brings friends and family together to celebrate. Macy's can capitalize on a significant cultural moment by timing giving strategy during this time. Which will increase the outreach's relevance and impact for the Japanese community.

Cultural Popularity

- Japanese culture has become increasingly popular in the U.S., especially among millennials, one of Macy's largest customer groups.
- Millennials now comprise 42% of U.S. anime fans, with nearly half watching anime weekly or daily, indicating a strong appetite for Japanese cultural exports (eMarketer, 2023).
- Americans view Japanese traditions and ancient aesthetics as chic and aspirational. Minimalist design, clean silhouettes, natural fabrics, and balanced interiors inspired by Japanese style are driving trends in both fashion and home décor (Dezeen, 2021).
- A significant 72% of Millennials prefer brands that align with their values, and 63% say authenticity has a substantial influence on their purchasing decisions (Billy, 2025). This highlights the importance of cultural resonance and genuine storytelling in brand messaging.

→ This cultural momentum creates a growth opportunity for Macy's. A Golden Week gifting collection that highlights Japanese design can tap into this enthusiasm while aligning with consumer values of quality, style, and cultural appreciation.

Personal Story

Meet Aiko, a 26-year-old GEN Z student living in Los Angeles. Growing up, Golden Week was always her favorite time, a week filled with family, small traditions, and thoughtful gifts that made her feel connected to her heritage.

Now that she's living in the U.S., she wants to share that same joy with the people she loves. At Macy's, she finds the perfect treasures: a soft **Hello Kitty plush** that will light up her little niece's face, a **skincare set** for her mom to remind her of home, and a **silk scarf** for her best friend who adores Japanese fashion.

As she walks through Macy's Golden Week displays, surrounded by colors, textures, and pieces that remind her of her childhood, Aiko feels a sense of belonging. This isn't just shopping, it's carrying her traditions forward, making new memories, and giving a little golden joy to those she loves most.

OPPORTUNITY FOR GROWTH

TRAVELING DURING GOLDEN WEEK:

During Golden Week, there is a rise in traveling (Borile, 2024).

The total number of travelers during Golden Week is expected to be 23.32 million, with 520,000 overseas travelers (JTB, 2024). In March 2025, approximately 1.5 million Japanese travelled overseas (Japan Tourism Statistics, 2025).

POPULAR U.S. DESTINATIONS FOR JAPANESE:

Hawaii, Los Angeles, San Francisco, New York, Las Vegas.

PRICE POINTS DURING GOLDEN WEEK:

In 2023, The Japan News stated that people planned to spend \$182.96 on gifts during the Golden Week.

JAPANESE POPULATION IN THE U.S.

- 1.4 million people in the U.S. identify as Japanese alone or in combination with other races or ethnicities (Krogstad, 2025)
- Median Age: 39 years old (IM, 2025)
- Income: \$99,700 (IM, 2025)

MAIN STORES FOR GOLDEN WEEK

AMERICAN-JAPANESE/JAPANESE POPULATION BY STATE

HAWAII: 319,093
CALIFORNIA: 480,944
WASHINGTON: 94,908
NEW YORK: 60,028
CHICAGO: 24,000
(WORLD POPULATION, 2025)



MACY'S SHOPPER DEMOGRAPHICS BY CITY

City	Age Group Dominance	Gender Split	Income Distribution Highlights	Notable Insights
Seattle	45% aged 18–24	51% Female / 49% Male	30% earn < \$25K; 21.5% earn \$100K–\$149K	Strong millennial base; high Android usage
Los Angeles	43.9% aged 25–34	51.5% Female / 48.5% Male	29.9% earn < \$25K; 19% earn \$100K–\$149K	Diverse income range; strong 25–34 segment
New York City	53% of employees aged 20–30	66% Female / 34% Male	57% White; 20% Hispanic; 11% Black	HQ location; flagship store at Herald Square
San Francisco	42.4% aged 18–24	45.1% Female / 54.9% Male	34.1% earn < \$25K; 22.3% earn \$100K–\$149K	Skews younger and male; affluent segment present
Chicago	46.7% aged 18–24	51.6% Female / 48.4% Male	29.9% earn < \$25K; 15.3% earn \$100K–\$149K	Largest audience size; strong youth presence
Honolulu	44% aged 18–34	52% Female / 48% Male	27% earn < \$25K; 20% earn \$100K–\$149K	Strong Gen Z/Millennial mix; high Asian-Pacific representation; tourism-driven spending

(DATA COMMONS, 2025)



CURRENT DEMOGRAPHICS

Macy's core customers are mostly

- women
- ages 18–44
- middle to upper-income
- well-educated.

They live in urban and suburban areas, are fashion-conscious, and value both quality and style.

SHOPPING HABITS & LIFESTYLE

They're brand-loyal, influenced by social media trends, and shop both online and in-store, using tools like the Macy's app, BOPIS, and curbside pickup.

Loyalty programs and sales events strongly influence purchases.

They prefer eco-friendly, ethically sourced products and value experiences and items that enhance their active, stylish lifestyles, ranging from fashion and beauty to home décor.

CURRENT MACY'S CUSTOMER PERSONA: EMILY THOMPSON

- Age: 34
- Life Stage: Young professional, mom
- Location: Suburbs outside New York City
- Income: Middle to upper-income household
- Education: College-educated
- Lifestyle: Fashion-conscious, family-oriented, active on Instagram for style inspiration
- Shopping Habits: Loyal Macy's shopper since college, values quality, shops both in-store & online

When she learns about Macy's Golden Week Collection, Emily is excited to discover something new and meaningful. She picks out a silk scarf for herself to wear to spring brunches, a skincare set for her mother (who always taught her the value of self-care), and a toy from the Hello Kitty line for her daughter. For Emily, Golden Week isn't just another sale, it's a chance to give thoughtful gifts, enjoy something special for herself, and share in a new tradition that blends beauty, culture, and celebration.

OPPORTUNITY

Millennials make up 25–30% of Macy's customer base

72% of millennials prefer brands that reflect cultural values

Estimated lift: → +\$10M–\$15M in incremental sales from millennial-driven gifting during Golden Week



GEN Z DEMOGRAPHICS

Age: 10–27

Gender: Inclusive, both women and men, with a growing focus on inclusive fashion

Income: Limited disposable income (students, part-time jobs, early career), but high purchasing influence through trends & social media

Education: High school to college-educated, tech-savvy, and globally aware

Geographic Area: Urban and suburban; trend-forward cities with strong digital shopping habits

PSYCHOGRAPHICS & LIFESTYLE

Digital natives: Live on TikTok, Instagram, YouTube, and streaming platforms

Value-driven: Prioritize sustainability, inclusivity, and authenticity in brands

Trend-focused: Interested in fast-moving fashion, beauty, skincare, and lifestyle products

Experience seekers: Enjoy pop-ups, collabs, and shareable retail experiences

Omni-channel shoppers: Expect seamless integration across app, online, and in-store experiences

Self-expression: Use fashion and beauty to reflect individuality and identity

FUTURE MACY'S CUSTOMER PERSONA: AVA MARTINEZ

- **Age:** 23
- **Income:** \$45,000 (part-time job + side hustle)
- **Location:** Lives in a trendy urban area, often shops both online and local
- **Education:** College student studying marketing, loves creative industries.

LIFESTYLE & INTERESTS

- Spends time on TikTok, Instagram, and YouTube for fashion inspiration.
- Cares deeply about sustainability; shops thrift, vintage, and brands that are eco-conscious.
- Loves attending pop-up events, concerts, and brunch with friends.
- Balances affordability with style

SHOPPING HABITS

- Scrolls TikTok/Instagram daily for outfit inspo → loves when Macy's drops
- limited collabs & capsule collections.
- Uses Macy's app for exclusive deals + fast delivery (especially for last-minute outfits/events).
- Gets excited when favorite influencers appear in Macy's campaigns → feels authentic + relatable.
- Shops with intention: wants brands that highlight diversity + realness.

WHY MACY'S?

- Finds stylish, affordable pieces that let her mix trendy + statement looks
- Loves that Macy's offers everything in one place (fashion, beauty, home).
- Enjoys in-store pop-ups + events → fun, social, and shareable on Instagram/TikTok.
- Connects with Macy's push toward sustainability + inclusivity, which aligns with her values.

IDENTIFYING AREAS OF OPPORTUNITY WHERE MACY'S CAN BETTER CATER TO ITS TARGET

E-commerce Design Product Packaging and Sustainability

Macy's already has e-commerce platforms. In 2023, Macy's digital sales were about one-third of its total sales (Swartz, 2024). An excellent opportunity for Macy's is to optimize e-commerce, **designing product packaging with fulfillment and sustainability in mind.**

Develop online and in-app capabilities to support personalization, such as sending a personalized card or choosing a **limited edition furoshiki package personalized for Golden Week's collection.**

- Furoshiki reduces single-use waste and provides a reusable substitute. Supporting **Macy's ESG & Packaging Goals**. This is in line with initiatives like polybag conversion (**20% in 2023 vs. 7% in 2022, with a 50% aim by 2024**), FSC-certified hangtags, and 100% recycled care labels. (Macy's Corporate Responsibility Report, 2023).



In-Store Experiences

Drive gift-givers to the store by positioning the store as a key destination for gifting, offering exclusive products, services, and exclusive in-store experiences that enable consumers to socialize while shopping (e.g., coffee shops inside the store) and exclusive in-store personalization experiences

COFFEE SHOPS AT MACY'S:

- Macy's already has coffee shops in some store locations. This would be an excellent opportunity to create a limited menu and coffee options that translate some of the collections or commemorative dates, such as Golden Week, that Macy's showcases.
- **More than half of Gen Z adults are likely to purchase from Starbucks (CivicScience, 2022), which means Starbucks can play a key role in driving foot traffic to the store.**



CURRENT TRENDS IN THE GIFTING MARKET

According to WGSN, consumers are self-gifting as they seek **micro-moments of joy**, and research by Statista found that **a third of US consumers intend to spend less than \$100**, and **more than 15% plan to pay \$500** when buying presents for themselves (Gwyther, 2025).

Some of the current trends in the gifting market are:

- **Personalization and Customization**
- **Experiential Gifting**
- **Eco-friendly Gifts**
- **Corporate Gifting**
- **Support Small/Local Businesses**

Macy's always seeks new vendor partners to supply its stores with merchandise. These include retail and non-retail vendors, sustainable suppliers, and diverse, women-owned suppliers (Macy's Inc.). Macy's is also committed **to sustainability**, making eco-friendly gifts a great trend opportunity for the stores.

COMPETITORS' STRATEGIES



Amazon: Dominates the online retail space with a vast selection, competitive pricing, and fast delivery. It also utilizes customer data to offer personalized recommendations. Amazon's AI assistant suggests gifts based on questions such as "Which toys are suitable for seven-year-olds?" (Amazon, 2024).



Uniqlo: Centered on its "LifeWear" concept, Japanese heritage, and premium basics made of cutting-edge textiles and designs. At the same time, creating a smooth omnichannel experience and value-driven pricing to increase consumer loyalty.

NORDSTROM



Nordstrom: Known for exceptional customer service and a curated selection of high-end products. Emphasizes personalized shopping experiences and loyalty programs.

OPPORTUNITIES FOR MACY'S TO EXPAND ITS GIFTING PRESENCE/TRENDS IN GIFTING

PERSONALIZATION:

Personalized gifts are increasingly popular, with revenue expected to reach \$15.56 billion by 2030 (Aritzon, 2025). Consumers value unique, customized items that reflect personal connections.

EXPERIENCE-BASED GIFTS

There are growing trends toward gifting experiences rather than physical items. "Nearly half of consumers plan to gift experiences over physical items" (McClanahan, 2024). This includes activities like travel, dining, and wellness experiences.

CORPORATE GIFTING:

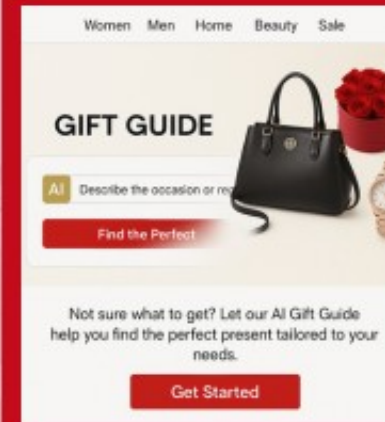
Corporate gifting represents a substantial market. Companies invest in gifts to strengthen business relationships and employee engagement.

WAYS MACY'S CAN DIFFERENTIATE ITSELF IN THE MARKETPLACE



E-COMMERCE/APP STRATEGIES:

Implement virtual try-on (BOPIS) and same-day delivery. This increases customer assurance about what they are buying, making it more likely to sell.



IMPLEMENT AI FOR "THE MACY'S GIFT GUIDE"

By implementing Artificial Intelligence, customers can search for the perfect gift using a personalized prompt that shows the right gift for the occasion. This makes the search process faster and more targeted, decreasing the time spent searching and the chances of losing a sale.



OFFER THE PERSONAL STYLING SERVICE ONLINE

Online shopping is on the rise, and it is estimated to exceed US\$4.3 trillion worldwide (Gelder, 2025). Macy's can offer its personal styling to customers who buy online, creating more engagement and a better shopping experience.

HOW MACY'S CAN CATER TO DIVERSE CULTURAL TRADITIONS

Travel-Inspired Gifts: Golden Week is a popular travel time (JR Pass, 2025). Gifting can include travel accessories like luggage, travel-sized beauty products, and personalized travel journals.



Children's Day Gifts: For Children's Day, it would be incorporated a line of toys, books, and games that celebrate childhood related and themed after Japanese culture, celebrating its elements and history. Origami kits and craft sets - DIY sets for children to create their own koinobori, samurai helmets, or cherry blossom decorations. Character-themed toys and apparel – Limited-edition items featuring popular Japanese characters like Hello Kitty, Pokémon, or Studio Ghibli.



Customizable Gifts: A very common practice in the U.S. market, that would attract American customers, making it a selling collection to multiple communities besides reaching the Asian community. Items like custom-made kimonos, and name-engraved chopsticks.



Showa Day Gifts: Curate a special collection that blends traditional Japanese aesthetics with modern consumer trends. Examples include **porcelain dishes with classic Japanese patterns, kimonos and Yukata-inspired robes**, and Japanese tea gift sets.

Greenery Day Gifts: Eco-friendly gifts such as organic cotton apparel, recycled materials, slow-fashion pieces, and eco-friendly beauty products. Aromatherapy and candles with scents like **sandalwood, green tea, cherry blossom**, or forest-inspired blends. **DIY Bonsai or Terrarium Kits**, encouraging customers to grow their own greenery at home.

ACCESSORIES

- Custom wallets, handbags, or silk scarves from **Coach, Tory Burch, or Kate Spade** featuring Japanese **motifs like cherry blossoms, cranes, or gold accents**.

BEDDING

- Macy's celebrated the 25th anniversary of its **Hotel Collection** in February 2025 (Macy's Inc., 2025).
- Collaboration: Golden Week for Hotel Collection

BEAUTY AND SKINCARE

- The global skincare market is projected to increase from 181.2 billion dollars in 2023 to over 210 billion by 2028 (Petruzzi, 2024).
- **Offer exclusive** Golden Week **skincare kits** from **Shiseido and Tatcha**, featuring personalized packaging and gift sets.
- The prominence of skincare makes it an excellent "gateway" to other categories, such as makeup and fragrances.

TOYS

- The Toys & Games market worldwide is projected to generate a revenue of US\$132.86 billion in 2025 (Statista, 2025).

CATEGORIES AND BRANDS

- Considering that Children's Day is celebrated during Golden Week, Macy's will collaborate with Sanrio to create a Hello Kitty toy **collection**.

APPAREL

Clothing remains core to Macy's sales mix, with apparel sales showing resilience compared to other categories (Macy's Inc., 2024).

WHY THOSE CATEGORIES?

- **AUTHENTICITY:** 81% of Gen Zers and 72% of millennials believe that multicultural and diverse consumers have a significant impact on their brand choices (Direct Digital Holdings, 2024).
- **DISCOVERY:** Gen Z shoppers crave "first-time" experiences → Only 18% have celebrated Golden Week before, making Macy's a pioneer.
- **EMOTIONAL CONNECTION:** Gifts tied to compelling storytelling generate 30% higher social-media engagement (Cheefo, 2024).

PROPOSED GIFTS

- **Estimated Revenue Potential:**
\$14M-\$16M across categories
- **Customer Segments Activated:**
 - Beauty loyalists
 - Gen Z trend seekers
 - Family gifters
 - Cultural enthusiasts
 - Home decorators



Shiseido & Macy's collaboration
Skin Care Set
Suggested Price \$90.00



Tatcha Lip Essentials Kit
Suggested Price \$85.00



Golden Week Silk Scarves Collection
Suggested Price \$34.00 Each



Golden Week Bamboo Bedding Set (Collab. Hotel Collection)
Suggested Price from \$89 to \$120 depending on size



Golden Week Indigo-Print Kimono Cardigans
Suggested Price \$70.00



Golden Week Bamboo PJs Family Set
Suggested Price \$120 for the whole set



Golden Week Kids Toys Collection
Suggested Price from \$14.99 to \$40 (depending on the character and size)



Golden Week Obi-Fabric Clutch
Suggested Price \$65.95



Golden Week Denim Haori Streetwear
Suggested Price \$80



Customizable Wallets Collection
Suggested Price \$50 Customization included

PROPOSED GIFTS STRATEGIC RESONANCE

ITEM	STRATEGIC RESONANCE	ITEM	STRATEGIC RESONANCE
Shiseido Skincare Set	Celebrates Asian beauty rituals; prestige brand with loyal following.	Hello Kitty Doll	Nostalgia and kawaii culture; cross-generation appeal.
Tatcha Lip Kit	Clean beauty with cultural roots; aligns with self-care and luxury gifting.	Clutch	Complements outfits, supporting "complete the look" strategy.
Scarves	Supports personalization and seasonal fashion stories.	Indigo-Print Kimono Cardigan	Bridges tradition and modern fashion; strong visual storytelling.
Bamboo Family PJ Set	Eco-conscious and inclusive; reinforces family bonding.	Wallets	Symbolic gifting; supports prosperity themes and personalization.
Bedding Set	Aligns with comfort and renewal themes; seasonal home refresh.	Denim Kimono	Trend-forward with cultural flair; appeals to Gen Z.

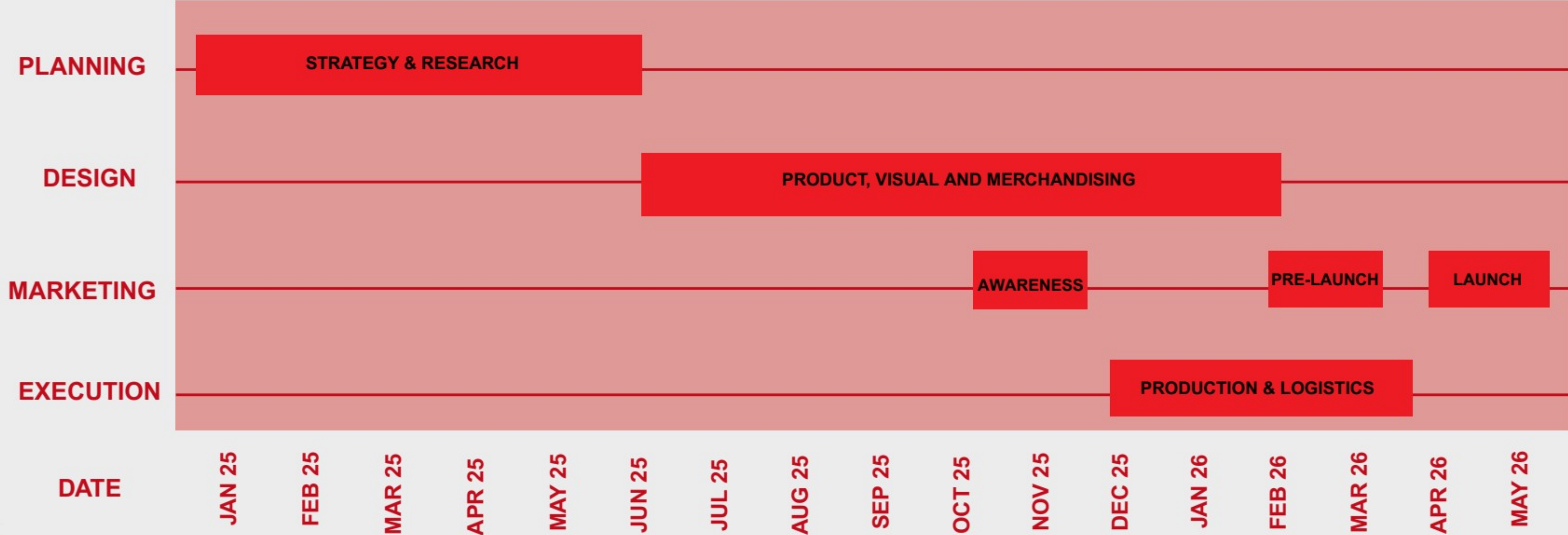
PRODUCT ASSORTMENT



PRODUCT NAME	Shiseido & Macy's Skin Care Set	Tatcha Lip Essentials Kit	GW Silk Scarves Collection	GW Bamboo Bedding Set	Golden Week Bamboo PJ Family Set	GW Toys Collection	GW Obi-Fabric Clutch	Customizable Wallets	GW Denim Hood Streetwear	Indigo-Print Kimono Cardigan
# of SKU	SKU001	SKU002	SKU003	SKU004	SKU005	SKU006	SKU007	SKU008	SKU009	SKU010
RETAIL PRICE	\$90	\$85	\$34	\$89	\$120	\$40	\$65.95	\$50	\$80	\$70
COST OF GOODS	\$25	\$20	\$9	\$28	\$25	\$10	\$15	\$12	\$20	\$22
TARGET QTY	500 UNITS	800 UNITS	1000 UNITS	600 UNITS	700 UNITS	1200 UNITS	400 UNITS	900 UNITS	700 UNITS	500 UNITS
TARGET AMT	\$45,000	\$37,000	\$34,000	\$53,000	\$55,650	\$33,000	\$26,400	\$44,550	\$55,300	\$34,500
% OF TOTAL	10.73%	8.97%	8.11%	12.73%	13.27%	7.87%	6.29%	10.62%	13.19%	8.23%
MARGIN	72%	75%	74%	69%	79%	75%	77%	76%	75%	69%

LAUNCH TIMELINE & MILESTONES

MACY'S GOLDEN WEEK CAMPAIGN TIMELINE



- NOVEMBER:** Educate Public - Thanksgiving parade announcement.
- JANUARY:** Rose Day Parade Float (California) showcasing Golden Week.
- FEBRUARY 1:** Finalize sourcing and packaging design.
- MARCH 1:** Creative assets complete (ads, mockups).
- APRIL 1-15:** In-store build, digital "Golden Week Mode" live.
- APRIL 16-29:** Pre-event education blitz.



IN-STORE EXPERIENCE CALENDAR

MONTH MAY						
YEAR 2026						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			29 SHOWA DAY SKIN CARE DAY	30	1 MAY DAY	2
3 CONSTITUTION DAY TEA CEREMONY	4 GREENERY DAY LIVE TERRARIUM BAR	5 CINCO DE MAYO CHILDREN'S DAY CUSTOMIZE HELLO KITTY	6 NURSE'S DAY	7 DAY OF PRAYER	8	9
10 MOTHER'S DAY	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

GOLDEN WEEK
HOLIDAY

EVENT
CAMPAIGNS

- May in the U.S. has relatively few major nationwide holidays compared to other months, but several observances drive consumer activity:

1. Mother's Day (2nd Sunday in May): One of the most significant retail events of the spring.
2. Cinco de Mayo (May 5): Celebrated for its festivities, food, and themed shopping.
3. National Nurses Day (May 6): Widely acknowledged, especially post-pandemic.
4. May Day (May 1): Recognized for labor and spring themes.
5. National Day of Prayer (1st Thursday in May).

- **Golden Week** in Japan (April 29–May 5) is a massive shopping period, but the U.S. doesn't have an equivalent during this time, **making it a whitespace for Macy's.**

STRATEGIC TIMING ADVANTAGE:

- Launching Macy's Golden Week by mid-late April (before April 29) means the campaign runs before and during May's more minor holidays, catching shoppers already out for gifts, events, and seasonal shopping.
- Customers looking for Mother's Day gifts or outfits for Cinco de Mayo celebrations will naturally discover Macy's new collection.

This positions Macy's Golden Week as a fresh, innovative seasonal shopping tradition in the U.S., aligning with the end of spring retail push and creating a new reason for consumers to visit stores.



PRE-GIFTING ENGAGEMENT:

To build anticipation and awareness before the gifting the period, Macy's will be following the strategies bellow:

PARADE ANNOUNCEMENTS

- Educate the public about Golden Week at Macy's during the Macy's Thanksgiving Parade by showcasing a Golden Week-themed balloon.
- Rose Day Parade Float (California) showcasing Golden Week at Macy's.

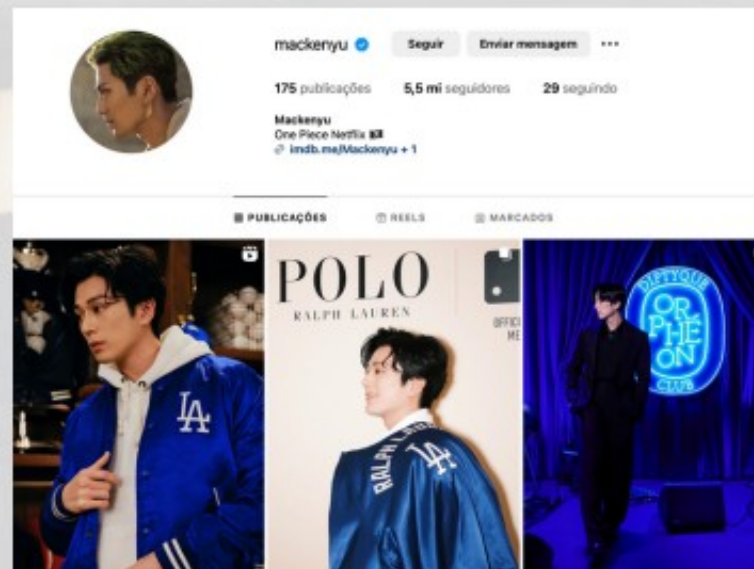
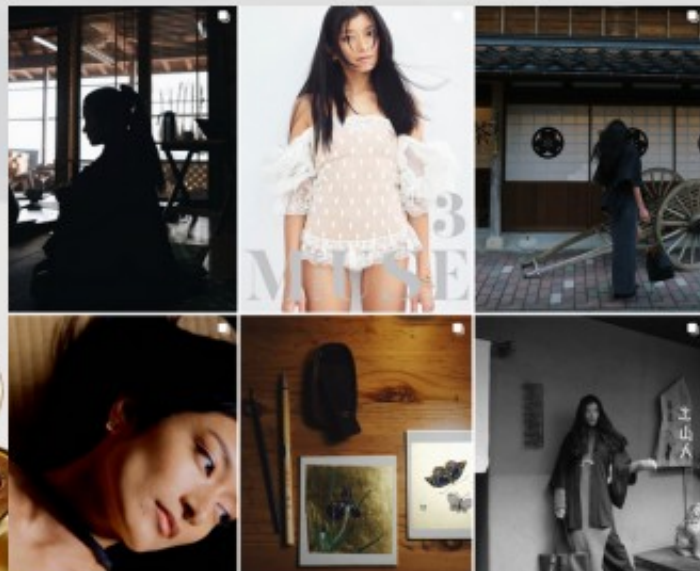
INFLUENCER PARTNERSHIPS:

ROLA (@ROLAOFFICIAL)

- Japanese fashion model, actress, and singer.
- Worked with brands such as Coach, Chanel, YSL, and Louis Vuitton.
- **9 million** Instagram followers and is a member of the elite Gucci Crew (JapanBuzz, 2025).

MACKENYU (@MACKENYU)

- Japanese American Actor and Model
- **5.5 million** followers on Instagram,
- Netflix's The One Piece. (JapanBuzz, 2025)



INNOVATIVE PRE-EVENT CAMPAIGNS

Macy's will promote pre-event campaigns for each Golden Week day. For example, they will hold a **Tea Ceremony Event** for Constitution Day, a **"Customize your Hello Kitty" Event** for Children's Day, a **Skin Care Day** for Showa Day, and a **Live Terrarium Bar** for Greenery Day at their stores throughout the country to promote the Golden Week Collection.

GOLDEN GIFT REVEAL — SCRATCH-OFF SURPRISE

Send an interactive digital scratch-off card to loyal customers (and make it available on the Macy's app/website). Customers receive an email or app notification: "Your Golden Surprise Awaits!". They "scratch" virtually to uncover a surprise reward tied to the Golden Week collection (e.g., 10% off, free shipping).
Send 7–10 days before Golden Week launches.



Watch the Video

MACY'S GOLDEN WEEK VIDEO ADVERTISEMENT

As part of both the pre-gifting engagement and the main gifting campaign, Macy's will launch a television commercial designed to build anticipation and raise awareness of the exclusive Golden Week collection. This advertisement will also be adapted for use across social media platforms to ensure cohesive messaging and maximize reach.

GIFTING PERIOD EXECUTION:

CAMPAIGN CONCEPTS/THEMED ZONES:

Golden Moments- (Home Decor)

“Create Golden Memories with Macy’s”

Golden Adventure- (Clothing Apparel)

“Golden Adventure Awaits; Celebrate Style & Tradition”

Golden Smiles- (Children's Day Toy collection)

“Golden Week, Golden Smiles”



POST-GIFTING RETENTION:



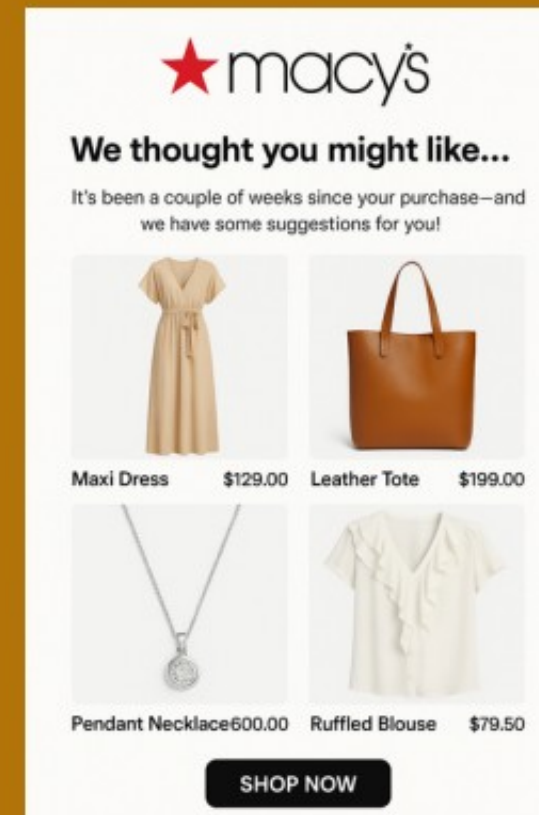
• GOLDEN POINTS - MACY'S STAR REWARDS

During Golden Week, every purchase of the Golden Week collection will earn **double points on the Macy's Star Rewards**, which are called Golden Points.



• GOLDEN WEEK GIFT CARD

During Golden Week, all **purchases above \$150 will receive a 20% discount** on a gift card to be used next month, promoting future sales.



• PROMOTIONAL EMAIL

2020 the global e-mail marketing market was valued at US\$7.5 billion (Statista, 2024). A couple of weeks after each purchase, customers will receive a **promotional email offering similar products sold at Macy's** to spark their interest and promote new purchases.

OMNICHANNEL



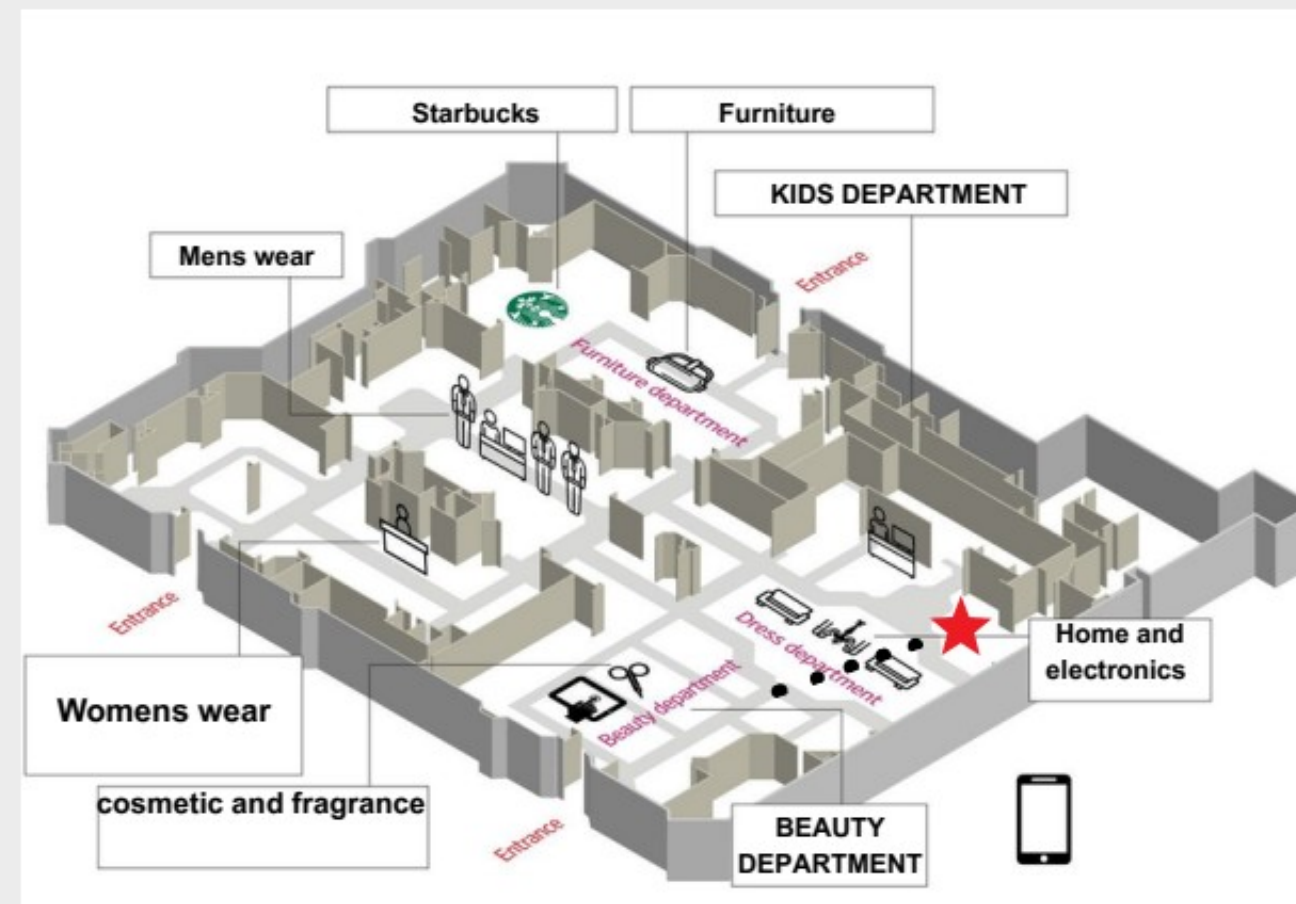
MY STYLE LAB

Macy's My Style Lab will have a special page for the Golden Week collection with a try-on option. In addition, the "digital fabric" page will allow the client to create its own fabric with motifs inspired by the Golden Week.



MACY'S APP ENHANCEMENTS

- Offers product search, barcode scanning, and real-time inventory.
- App will include interactive store maps that guide customers to the exact aisle and shelf where a product is located.
- Customers can check stock levels at their local store and choose between same-day pickup, get the item shipped to their home.



MACY'S APP FOR GOLDEN WEEK

Add a "Golden Week Mode" to the Macy's app that activates when a customer enters a store.

- Features:
- Interactive store map showing where Golden Week items are located.
- AR overlays to highlight themed displays and exclusive items.
- Push notifications for in-store-only promotions.
- Allow users to create a Golden Week wishlist that syncs with in-store availability.
- Offer bundle suggestions (e.g., "Buy the Kimono Cardigan + Obi Clutch for 10% off").
- Enable Buy Online, Pick Up In Store (BOPIS) and Same-Day Delivery for Golden Week items.
- Highlight collection items and influencer picks (e.g., "ROLA's Favorites").

KEY PERFORMANCE INDICATORS

KPI CATEGORY	KPI NAME	DESCRIPTION	CAMPAIGN GOALS
SALES METRICS	Sales Growth YoY	+20% YoY Growth increase in sales during the Golden Week timeframe (April 29–May 5) compared to the same period last year.	
CUSTOMER METRICS	Customer Retention Rate	30%% of Golden Week buyers who repurchase within 90 days	
	Repeat Purchase Rate	25% of buyers who place more than 1 order during campaign	
SUSTAINABILITY	Top-Selling Sustainable SKU	Name & revenue of highest-selling Golden Week product	
MARKETING METRICS	Digital Engagement Rate	>2.5% CTR for campaign ads, emails, landing pages	

MARKETING BUDGET & FINANCIAL PLAN

REVENUE IMPACT

Assortment Sales: \$481K
Department Lift (Beauty, Apparel, Home, Toys): \$6.16M
Total Revenue Impact: \$6.64M

MARKETING & ACTIVATION SPEND

Total Budget: \$1.2M
· ROI Projection
Return on Investment: 5.13x
Breakeven Point: ~\$1.2M in sales (achieved within first 2 days of campaign)

STRATEGIC UPSIDE

+2–3% Gen Z share growth (~1M new shoppers)
+\$25–\$60 basket size lift
30% repurchase rate among campaign participants
Elevated brand equity as first-mover in U.S. Golden Week retail storytelling

STRATEGIC LEVERS

Influencer virality: +\$500K in incremental traffic
In-store conversion: +\$250K via pop-up activations
Cross-category bundling: +\$300K in basket lift

CATEGORY	ESTIMATED COST
Digital Advertising	\$100,000
Social Media Campaign	\$60,000
Influencer Marketing	\$80,000
In-store Promotion	\$40,000
Visual Merchandiisng	\$60,000
Store Decorations	\$40,000
Display Materials	\$20,000
Collaboration Cost	\$100,000
Product Development	\$200,000
Quality Control	\$100,000
Manufacturing Cost	\$250,000
Shipping Cost	\$120,000
Tariffs	\$30,000
TOTAL	1,200,000

Scope Financial Targets Strategic Outcomes

Golden Week offers Macy's a chance to carve out a new spring gifting lane, deepen cultural relevance, and grow its younger customer base all within a high-ROI, low-risk pilot window.

- April 29–May 10, 2026
- 5 Flagship Stores + Digital
- 10 Curated SKUs
- \$1.2M Marketing Budget • \$481K Direct Sales
- \$6.16M Dept. Lift
- 5.13× ROI • Breakeven: \$2.67M • +2–3% Gen Z Share
- +\$25–\$60 Basket Lift
- 30% Repurchase Rate
- First-Mover Advantage

Approve \$1.2M pilot investment to test scalable cultural gifting strategy.

Opportunity: Golden Week is a \$1B+ global gifting moment. Macy's can lead as the first U.S. retailer to translate it into a spring ritual rooted in family, sustainability, and cultural storytelling.

We request a \$1.2M pilot investment in 5 flagship stores to test our 'Golden Week Immersion' by April 2026.



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