



**Stephanie Khoury Presentation
Fall Fashion Event- State Street**

Fall Fashion; Ready to Wear Event:

Celebrating Fall Fashion with an experiential event for customers in Chicago, IL.

Details:

- Location – Macy's State Street, Women's Fashion, 3rd Floor (111 N State St, Chicago, IL)
- Timing: 9/14 from 2PM-4PM
- The space will be transformed into the ultimate Fall destination for fall fashion shopping in Chicago ensuring an exclusive, unique and exciting experience for all the Macy's customers.
- The entire space will be made around the fall fashion, ready to wear mannequins & loyalty aspect and include:
 - 10 outfitted Mannequins different shapes & sizes
 - Giant Fall letters
 - Exclusive Exhibit
 - Peel off cards (\$5-\$100)
 - Gift with purchase (Free Candle)
 - Private style consultations
 - DJ



THE FALL EXHIBIT



The Exhibit explained:

Creating an exclusive unique experience for Macy's customer.

Details:

- Chic, Exclusive & Exciting
- White Curtains will hide exhibit for three days
- Inside will be 10 mannequins outfitted in Ready to Wear Fall Fashion and big letters spelling FALL
- Each Mannequin will be styled by different "artists" & be different styles and sizes
- "Artists" (business women, educator, stay at home mom and etc.) will design an outfit to be featured
- Under each mannequin will be a plate explaining the art/style with the products prices
- After the two hour event the white curtains will come down and mannequins will be exposed for the public

Reason behind the idea:

- Create a buzz around the event
- Lasts longer than just a two hour event
- **EXCLUSIVE YET INCLUSIVE**





The ultimate Fall Fashion Experience:

- When they are waiting in line they can download the Macy's app & compete the Fall Fashion Style quiz to receive a \$5 Macy's Rewards Card.
- After waiting in the line, the customers would be greeted by a sales associate at the doors of the exhibit and they will receive a brief rundown of the ultimate Ready to Wear experience.
- They will experience the exhibit self guided and after they are done they will be greeted outside the exhibit
- They will have the chance to fill out a short survey on an iPad outside the exhibit and receive a peel off card after completion.
- They will also have the opportunity to get a private style consultation and shop for all the looks from the exhibit!



Incentives for attending event:

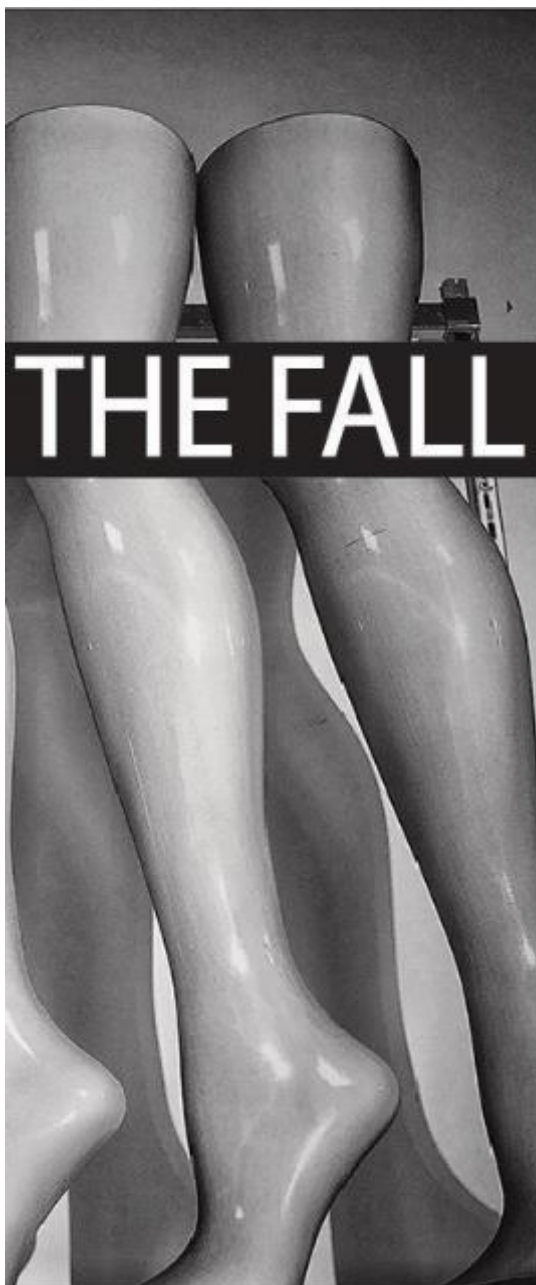
- Get peel off card to win \$5-\$100 Macy's Reward cards
- Download app and take survey on Fall Fashion for \$5 Macy's Reward card
- Spend \$65 or more in Women's fashion you'll receive a Fall scented candle
- Private style consultations



Marketing:

- Create a Facebook Event Page for event:
<https://www.facebook.com/MacysChicago1215/>
- Macy's Website:
<https://www.macys.com/social/events/>
- Macy's app
- Bag stuffers a week before event
- Marketing stands in stores
- Local Influencers
- Invite editors before event to go through the experience
- Email to State Street subscribers





SPECIAL EVENT
LOOK WHAT'S
HAPPENING!

THE FALL EXHIBIT

SEP.
14TH

Macy's State Street
Women's Fashion, 3RD FL
Saturday at 2PM

Join us at Macy's **first ever** Fall Exhibit for the ultimate destination for Ready To Wear Fall Fashion. The Exhibit will feature the latest trends like greens, animal prints and plaids.

You'll enjoy private style consultations, live dj & the first 250 customers will receive a peel off card worth \$5-\$100 and more!

Plus, spend \$65 or more on Women's fashion and receive a candle in your favorite fall scent.

Event subject to change or cancellation. While time permits and supplies last.



Front Side



Back Side

Planning Outline:

6 Weeks out-

- Brainstorm ideas & research
- Create a one sheet of event & details
- Run idea/one sheet by team
- Start getting quotes on big FALL letters & order best price
- Reach out to all necessary cross function teams to give heads up on event

5 Weeks out-

- Talk to state street to borrow 6 mannequins, ropes & white curtain for event
- Order additional Mannequins
- Find partner for candles and get them ordered
- Get a list of outfits from Merchants
- Find 10 people to be "artists" of a mannequin and style an outfit
- Look at budget and update

4 Weeks out-

- Touchbase with cross functional partners for marketing plan, copy team for flyers & design team
- Invite influencers, editors and bloggers to the event & to post
- Finish survey questions & create final survey and get link
- Look at budget and update

3 Weeks out-

- Hire additional sales associates for event & get t-shirt sizes
- Order clothes for mannequins
- Order flyers, bag stuffers & peel off cards
- Order mannequin labels
- Order iPads & iPad stands
- Order t-shirts for staffs

2 Weeks out-

- Make sure bag stuffers and marketing sign were delivered, correct & put out
- Touchbase with everyone to make sure we are on same page



Week of Event breakdown:

September 9th-14th

Monday-

- Double check with state street that they have enough bag stuffers for the week
- Confirm all products were printed/ made and will ship in time

Tuesday-

- Make sure I update budget list & start paying all bills
- Confirm all details from vendors

Wednesday-

- Put white curtains up (AM before store opens)
- Make sure all event aspects are delivered & correct
- Create a contact list for the whole team

Thursday-

- Finalize event schedule & send out same schedule to team
- Move all product to event space
- Make sure we have size runs in all products for sale
- Create list of staff's roles and placements

Friday-

- Final email to the team & vendors
- Follow up with editors, influencers and bloggers
- Double check list that everything is completed and everyone is on the same page



Day of Event breakdown:

7AM- Team arrives & hand out shirts

7:15AM – Set up mannequins, floor set for fall product & event details (Ropes, iPads; make sure it's all working and etc.)

10PM- Store opens

10:30PM- Team takes 30min break

11PM- Meet with team (hand out event roles, answer questions, etc.)

11:30PM- Final walk through & final touches

12PM- Editors, bloggers & influencers arrive

1PM – DJ arrives & sets up

2PM- Event Starts

3PM- Send best event photos to social media team for posts

3:40PM- Cut line off

4PM- Event Ends & DJ leaves

4:15PM- Collect final sales numbers

4:20PM- Ask team for feedback they heard, (Did the customers like it, What did she ask for?, etc.)

4:30PM- Curtains comes down & Exposed to public, clean up event & etc.

5PM- Team leaves



Post Event:

- Send Thank You email to event attendees
- Send Thank You email and pictures to partners, vendors & team
- Day after event start on recap
 - Overview of event
 - Customer Response/Feedback collected
 - Social Media posts collected
 - Pictures from event
 - Marketing & media exposé collected
 - Outcome; Sales within those two hours
 - Highlights
- Send recap to leadership team and events team & Save in correct file
- Ask for feedback from team & see how to make the next one better



Fall Fashion, Ready to Wear
Fall Exhibit Recap
8/14 State Street

Budget breakdown:

Exhibit:

- Mannequins (6 regular and 4 plus size =10) = \$400
- Fall letters = \$700
- White sheets= \$0
- Line ropes = \$0
- Exhibit labels (10) = \$100

Total of Exhibit = \$1,200

Marketing:

- Bag stuffers= \$500
- Marketing Signage= \$150
- Influencers= \$500

Total of Marketing = \$1,150

Other:

- DJ = \$300
- iPad = \$400
- iPad stands = \$50
- Team T-shirt = \$80
- Peel off cards (250) = \$150
- Candles = \$0
- Staff = \$600

Total of Other = \$1,580

Total of everything = \$3,930





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