

Beyonca Ademulegun

MACY'S x FENTY

STAYING ON TREND

Date goes here

macys inc

macys inc

★macy's bloomingdales bluemercury®

Agenda

- ❖ Intro
- ❖ Macy's Today
- ❖ Why Fenty Beauty?
- ❖ Insights for Macy's Strategy
- ❖ Topline Sales Opportunity
- ❖ What White Space Does This Fill?
- ❖ Omnichannel Launch
- ❖ Launch Marketing Timeline
- ❖ Costs & Projections
- ❖ Final Summary



Macy's Today

What's Working?

- ✓ Strong Omnichannel Integration
- ✓ Resurgence in Key Categories
 - ✓ Flagship + Urban Strategy
- ✓ Trend Beauty and Private Label Innovation

Where's the Opportunity?

- ❑ Younger Customer Acquisition
- ❑ Store Consistency + Modernization
 - ❑ Marketing Modernization
 - ❑ Assortment Curation

Why Fenty Beauty?

Brand Synergy

Fenty Beauty, founded by Rihanna, is celebrated for its inclusive product range across skin tones, a value deeply aligned with Macy's increasingly **diverse customer base**.

- **Fenty isn't just a brand, it's a cultural force.** It redefined the beauty industry's standards by introducing *true shade inclusivity*, with 50+ foundation shades from launch.
- It taps into the **cultural zeitgeist of Gen Z and Millennials**, where representation and authenticity are driving purchase decisions.

Leader in Prestige Growth

- **Fenty Beauty grew 48.8% YoY**, outperforming the overall makeup category, which grew 49.4%. This is *unusual and elite performance* in prestige beauty.
- With **over \$70M in annual omni sales**, it's clear that Fenty is one of the top engines of growth in cosmetics.



Insights for Macy's Strategy

- **Exceptional Growth Rate**

Fenty Beauty has outpaced category growth in both sales and pricing stability; a nearly **+49% YoY growth** makes it one of the **top-performing prestige brands**.

- **Price Consistency with Value Perception**

Despite growth, **AUR (Average Unit Retail)** stayed stable — \$25.75 (TY) vs. \$25.55 (LY), showing **price elasticity** and consistent shopper loyalty.

- **Category Driver**

Fenty nearly makes up the entire growth in makeup, meaning **adding Fenty is equivalent to capturing the hottest part of the market**.

- **Omnichannel Performance**

Since these numbers are from OMNI (store + online), it proves that Fenty is highly effective **across both store and COM**; this strongly supports a hybrid Macy's rollout.

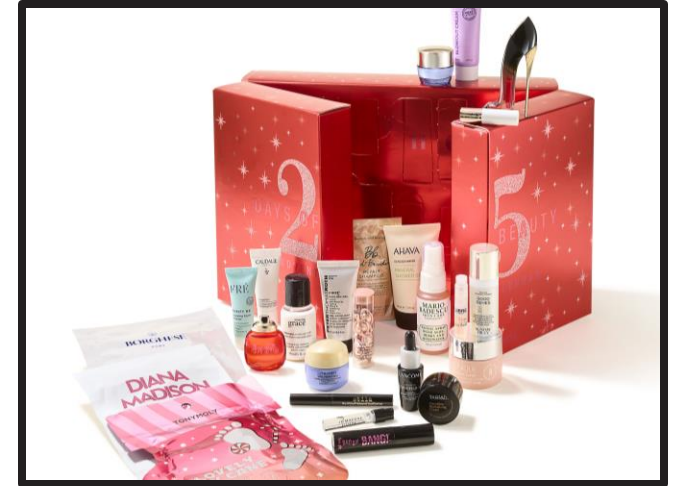
Topline Sales Opportunity



Fenty's strong brand equity and Gen Z/Millennial cult-following could **reinvigorate Trend** and drive traffic to Beauty.



Macy's Trend Cosmetics has an opportunity to go after under-40 shoppers. Fenty's appeal to younger consumers creates whitespace to **capture younger, more diverse spenders.**



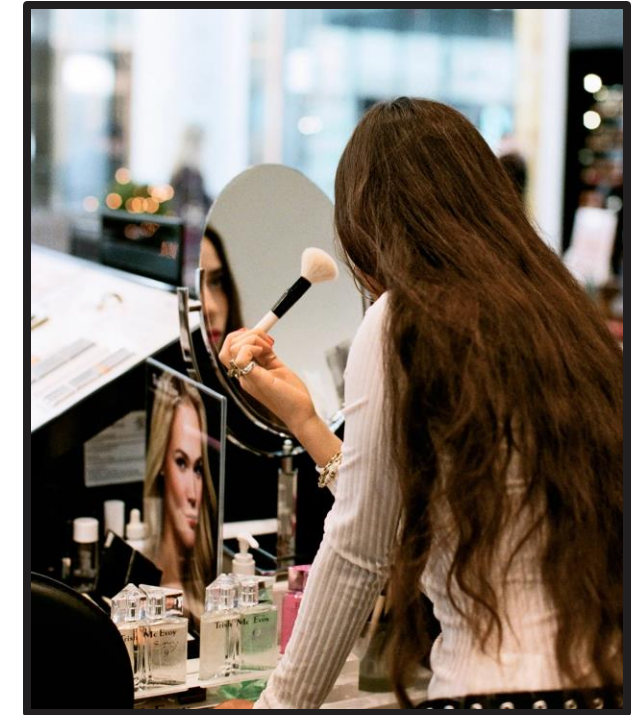
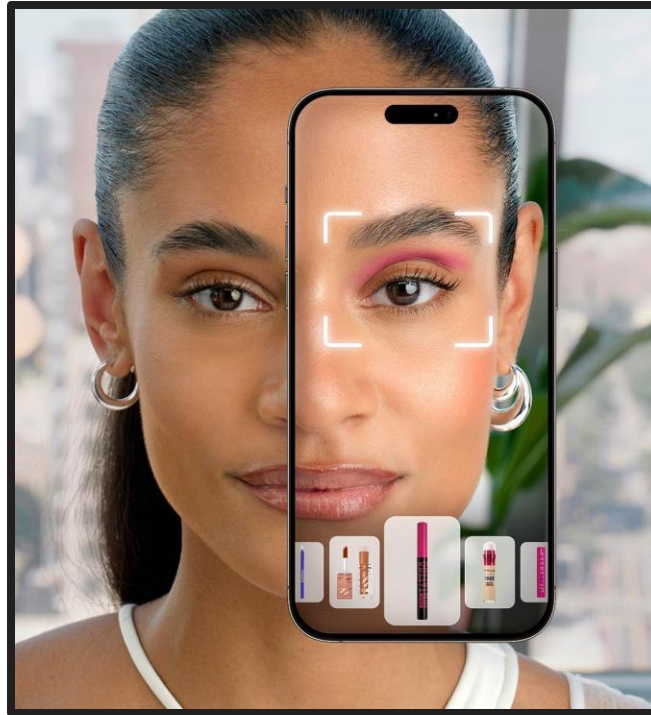
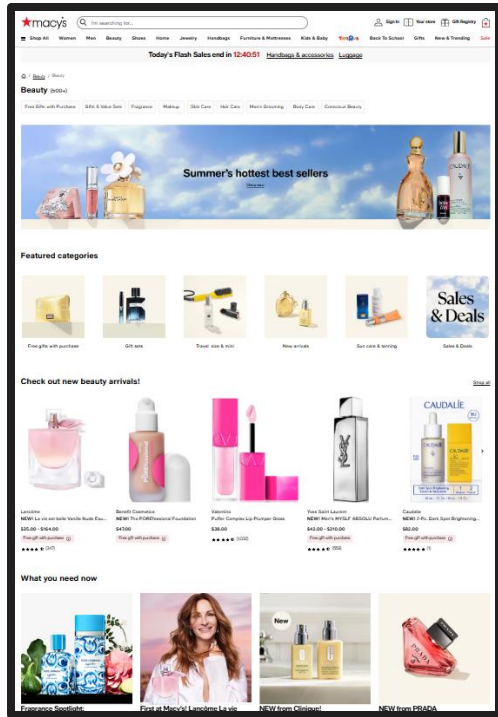
Fenty's **makeup sets account for 4% of their sales**, and Macy's has proven success with sets, a whitespace to **scale both AOV and gifting behaviors**, especially during tentpole events.

What Whitespace Does This Fill?

Category	Opportunity	Why It Matters
Demographic	Appeals to younger, more diverse consumers	Penetrates <40 demo; addresses Trend's opportunity
Product	Known for disruptive launches (Eaze Drop, Gloss Bomb)	Frequent newness to drive Trend & event cadence
Pricing	Accessible luxury (~\$20–\$40)	Fills the gap between trend (e.g., NYX) & pricey prestige (e.g., Estee Lauder)
Cultural Relevance	Fenty has massive pop culture cachet	Drives organic social sharing , press, & beauty influencers

OMNI Channel Launch

- Gen Z/Millennials **browse online and purchase in-store**, or vice versa.
- Fenty's large shade range needs both **IRL try-on + digital swatching**.
- COM offers **scalability** across Macy's national customer base, even outside Trend door footprint.



FENTY BEAUTY
BY RIHANNA

Fixture Mockup

- 30-50 top-performing Trend locations with highest diverse customer index
- Prioritize urban flagships and college-adjacent markets (NYC Herald Square, Lenox Square ATL, Aventura FL, Houston Galleria, Roosevelt Field NY, etc.)



Free Shipping at \$25. Get 10% off* with code 220475. Exclusions Apply.

Q Search

Account



Women

Men

Kids

Home

Beauty

Designers

Sale

FENTY BEAUTY

BY RIHANNA

New to Macy's

SHOP NOW



Shop by Shade

Find your match with our shade finder tool.

GET STARTED

Bundles + Sets

Highlighting value with exclusive curated sets



Only at Macy's

Exclusive makeup sets & seasonal kits



SHOP EXCLUSIVES

#FENTYBEAUTY

Tag @tentybeauty for a chance to be featured



VIEW GALLERY



Rihanna's Picks

WATCH NOW ▶

Launch Marketing Timeline



Pre-Launch (4-6 Weeks Out)

- Email Teaser Campaign: “Something Bold Is Coming to Macy’s Beauty...”
- Social Countdown (IG Reels, TikTok, X)
- Internal ambassador sampling (associate education + UGC)



Launch Week

- Influencer Collabs with Macy’s Trend ambassadors + beauty TikTokers
- Fenty Takeover on Trend Hub (homepage banners, email blasts, app pop-ups)
- College Campus Pop-Ups near flagship stores for Back-to-School



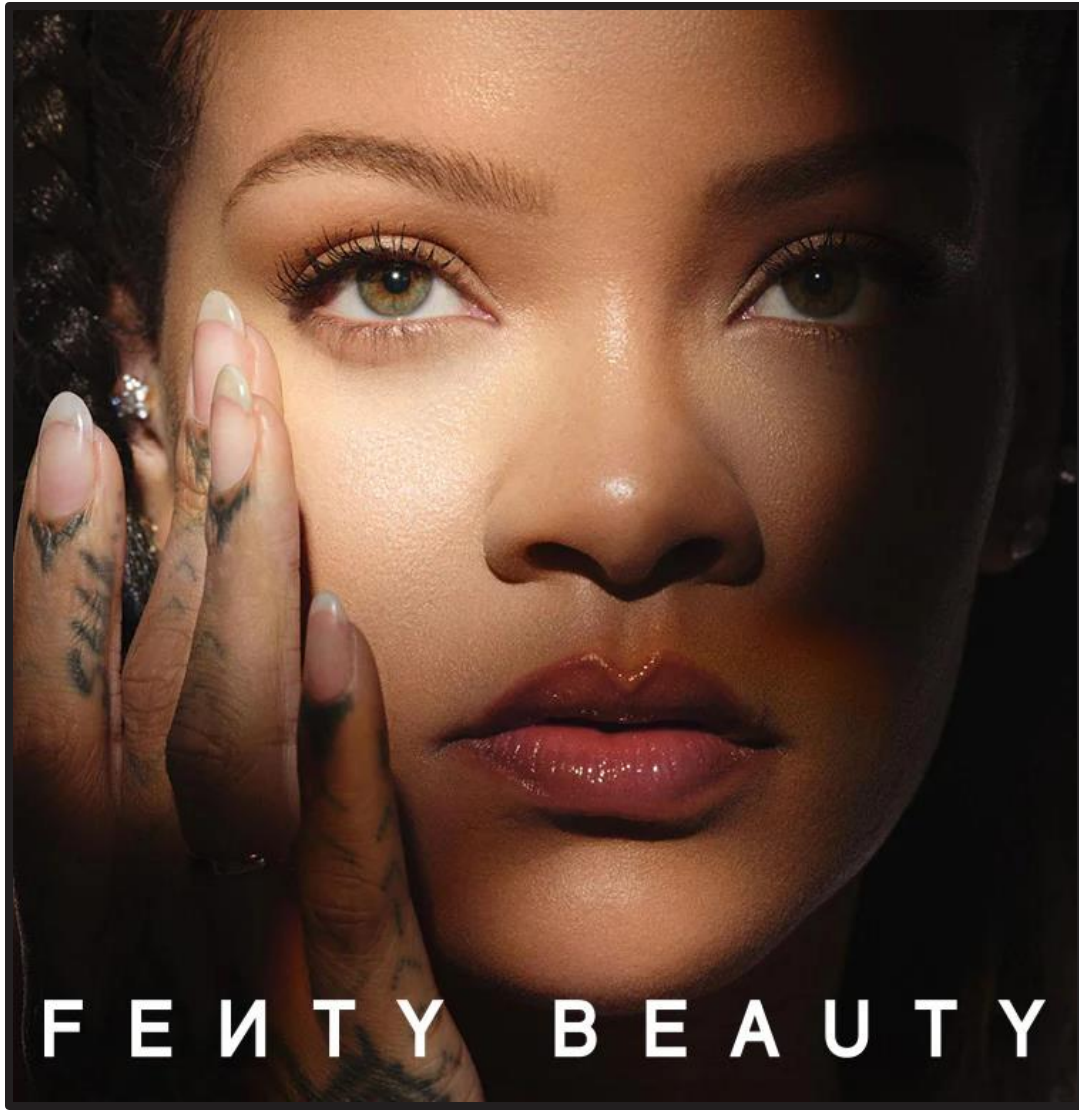
Ongoing Activation (Post-Launch)

- Seasonal campaigns & GWPs (e.g., Spring Break Sets, Prom Looks, Summer Glow)
- Virtual Masterclasses featuring Fenty Global Artists
- Trend Cosmetics “Try-on Events” during high traffic times (e.g. Fall/Holiday)

Costs & Projections

Projected sales based on Fenty omni data and sell throughs from similar brands for the year.

SKU	DOOR COUNT	ST SETUP U	ST SETUP \$\$s	CM SETUP UNITS	CM SETUP \$\$	OMNI SETUP \$\$	OMNI SETUP UNITS	S/T PROJECTION	SUM OF SALES U	SUM OF REVENUE
GLOSS BOMB	50	4640	\$61,248	2030	\$26,796	\$88,044	6670	90%	6003	\$132,066
PRO FILT'R FOUNDATI ON	50	25000	\$600,000	2000	\$48,000	\$648,000	27000	50%	13500	\$540,000
INSTANT RETOUCH SETTING POWDER	50	1620	\$34,992	1080	\$23,328	\$58,320	2700	50%	1350	\$48,600
KILLAWATT HIGHLIGHT ER	50	1155	\$27,720	550	\$13,200	\$40,920	1705	80%	1364	\$54,560
EAZE DROP SKIN TINT	50	9375	\$213,750	1500	\$34,200	\$247,950	10875	50%	5438	\$206,625
TOTAL	50	41790	\$937,710	7160	\$145,524	\$1,083,234	48950	————	27655	\$981,851



Final Summary

If you want to future-proof your beauty floor and win the next-gen prestige customer, Fenty is the anchor brand to bet on.

It's scalable, growing fast, deeply loved by culture, and completely aligned with the direction of Trend Beauty at Macy's.

Thank you!

Appendix

Appendix

Projected sales based on Fenty omni data and sell throughs from similar brands for the Spring Season.

SKU	DOOR COUNT	ST SETUP U	ST SETUP \$\$s	CM SETUP UNITS	CM SETUP \$\$	OMNI SETUP \$\$	OMNI SETUP UNITS	S/T PROJECTION	SUM OF SALES U	SUM OF REVENUE
GLOSS BOMB	50	1600	\$21,120	700	\$9,240	\$30,360	2300	90%	2070	\$45,540
PRO FILT'R FOUNDATI ON	50	10000	\$240,000	800	\$19,200	\$259,200	10800	50%	5400	\$216,000
INSTANT RETOUCH SETTING POWDER	50	900	\$19,440	600	\$12,960	\$32,400	1500	50%	750	\$27,000
KILLAWATT HIGHLIGHT ER	50	1050	\$25,200	500	\$12,000	\$37,200	1550	80%	1240	\$49,600
EAZE DROP SKIN TINT	50	3750	\$85,500	600	\$13,680	\$99,180	4350	50%	2175	\$82,650
TOTAL	50	17300	\$391,260	3200	\$67,080	\$458,340	20500	————	11635	\$420,790

Appendix

Projected sales based on Fenty omni data and sell throughs from similar brands for the Fall Season.

SKU	DOOR COUNT	ST SETUP U	ST SETUP \$\$s	CM SETUP UNITS	CM SETUP \$\$	OMNI SETUP \$\$	OMNI SETUP UNITS	S/T PROJECTION	SUM OF SALES U	SUM OF REVENUE
GLOSS BOMB	50	3040	\$40,128	1330	\$17,556	\$57,684	4370	90%	3933	\$86,526
PRO FILT'R FOUNDATI ON	50	15000	\$360,000	1200	\$28,800	\$388,800	16200	50%	8100	\$324,000
INSTANT RETOUCH SETTING POWDER	50	720	\$15,552	480	\$10,368	\$25,920	1200	50%	600	\$21,600
KILLAWATT HIGHLIGHT ER	50	105	\$2,520	50	\$1,200	\$3,720	155	80%	124	\$4,960
EAZE DROP SKIN TINT	50	5625	\$128,250	900	\$20,520	\$148,770	6525	50%	3263	\$123,975
TOTAL	50	24490	\$546,450	3960	\$78,444	\$624,894	28450	————	16020	\$561,061