

**Objective**

TrendTide is losing its market share. Sales are down 22%, socials are snoozing, and Gen Z is ghosting. Customers want fashion that is trendy, ethical, inclusive, and built to last. Our mission? Bring the hype back with style that’s sustainable, size-inclusive, and Social media worthy!

Target audience				Challenges and solutions		
Demographics	Key Wants & Values	Shopping Behavior	Point of Contact	Problem Area	TrendTide Fixes	Expected Outcome
Gen Z (18–25)	Sustainable, inclusive, trendy, authentic	Fast decision-making, peer reviews, values community & ethics	TikTok (viral videos), Instagram Reels, micro-influencers (10k–50k followers)	Product Quality 50% customers report fraying fabric, poor stitching	Implement strict supplier audits, upgraded fabric sourcing (organic cotton, recycled polyester)	Reduce churn from 45% to <30%, boost trust
Millennials (26–40)	Quality, affordability, transparency	Research-heavy, price sensitive, loyalty programs matter	Instagram Stories, Facebook groups, eco-conscious influencers	Outdated Designs 35% say designs feel stale, out of sync with K-pop, athleisure trends	Release quarterly ‘Hot Drops’ inspired by K-pop, streetwear, and eco-aesthetic styles	Increase relevance, social media buzz, and sales
The Game Plan: Tactics				Sustainability Gaps 30% demand eco-friendly products	Introduce Sustainable Line with 30%+ recycled & organic materials	Attract ethically conscious shoppers, reduce environmental footprint
Tactic	Description		Why It Works	Inclusivity Issues 25% want extended sizing & gender-neutral options	Expand size range XS–4XL, introduce gender-neutral collections	Enhance inclusivity, gain wider audience
<b>Micro-Influencer Squad</b> Instagram Reels, TikTok videos	Partner with 25 micro-influencers (10k–50k followers) focused on sustainability and streetwear		Authentic, relatable content drives trust & engagement	Social Media Engagement Instagram engagement at 1.2% (vs industry 3.5%)	Collaborate with micro-influencers, create viral TikTok/Reels content	Raise engagement to 4%+, expand follower base
<b>#SwapAndSlay Pop-Ups</b> Physical events in Mumbai, Delhi, Bangalore	Organize eco-friendly clothing swap events with style workshops and music		Builds community, creates buzz, and showcases sustainable fashion			
<b>Design With Us Contest</b> Social media contest & website	User-generated sustainable design contest with rewards & merch naming		Engages community, fuels UGC, strengthens brand loyalty			

TrendTide’s comeback is all about mixing hype with heart , providing sustainable, inclusive, and trend-setting styles backed by viral digital campaigns and real-world community engagement. The plan prioritizes quality, planet, and people. We’re bringing back the buzz on socials, delivering real quality, and making sustainable fashion the new normal for India’s trendiest crowd!