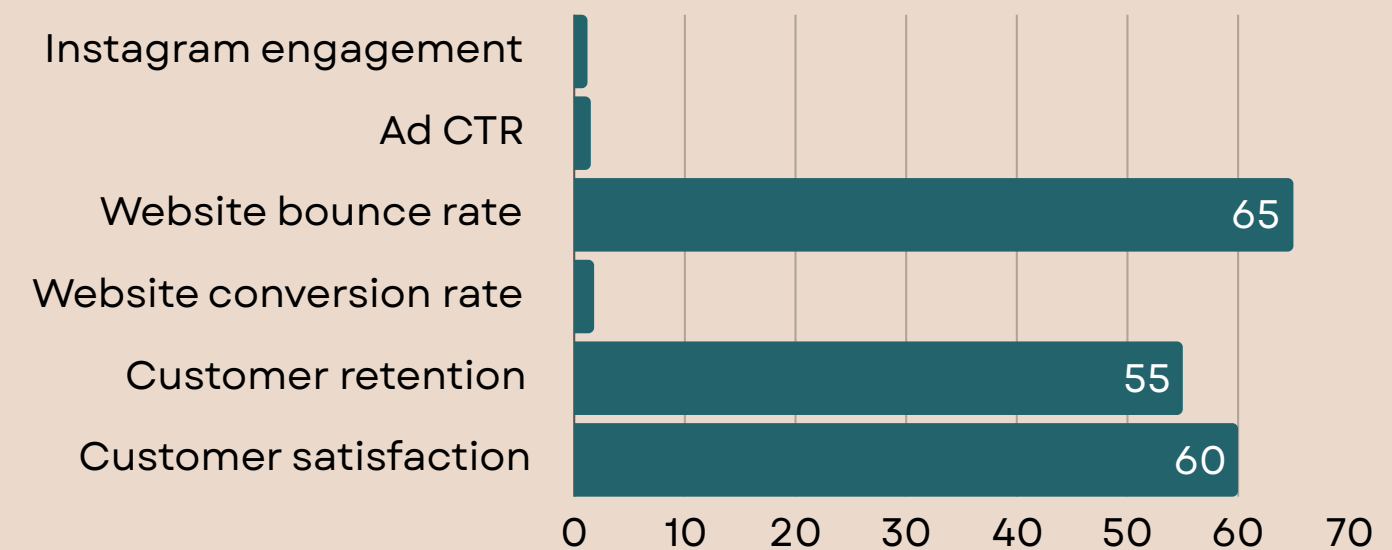
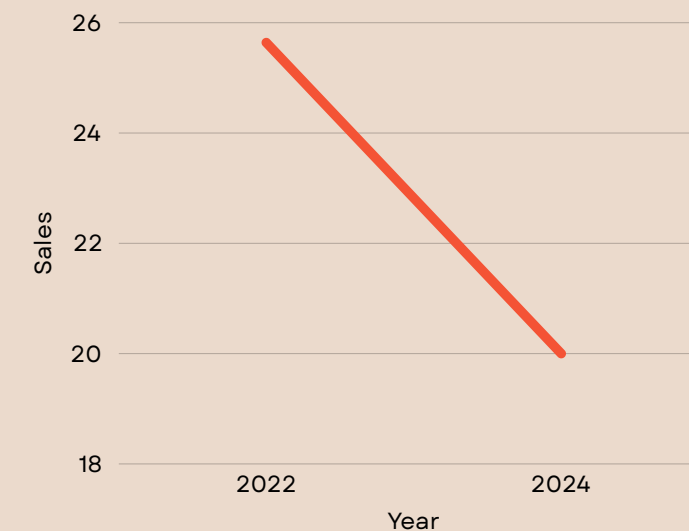


TRENDTIDE CLOTHING CO.

TrendTide Needs a Turnaround

- Sales down 22% (₹25.64 Cr → ₹20 Cr in 2 years)
- Customer satisfaction at 60%, down from 75%
- Instagram followers dropped 12%
- Conversion rate at 1.8% (vs. 3.5% industry average)
- Bounce rate at 65% (vs. 40%)
- Gen Z & Millennials want:
 1. Sustainability (30%)
 2. Inclusivity (25%)
 3. Fresh designs (35%)
 4. Better quality (50%)



We're not just losing customers, we're losing trust.



Brand Management Strategy

Online and offline tactic to increase brand visibility

Collaborate with 50 micro-influencers for a 3-month Instagram Reel campaign showcasing eco-friendly, Gen Z-inspired collections.
Host “Style Swap Sundays” pop-up thrift-style events in top metros promoting sustainability and community.

Strategy to engage Gen Z/Millennials?

Launch an interactive fashion quiz (“TrendBuilder”) with style recommendations and discounts, appealing to Gen Z’s love for personalization.

Strategy to retain customers?

Introduce Loyalty Club offering rewards, exclusive drops, and birthday perks to reduce churn from 45% to below 30%.

Growth Strategy Execution

Customer acquisition tactic?

Launch a nationwide Campus Ambassador Program to convert students into peer-level influencers promoting TrendTide.

Growth hacking idea?

Run a limited-time flash sale tied to a viral TikTok challenge (#FlipYourFit), encouraging outfit transformations with TrendTide apparel.

Social Media Analysis

Instagram follower drop % (2022–2024)?

Follower count dropped by 12% (from 159,090 to 140,000).

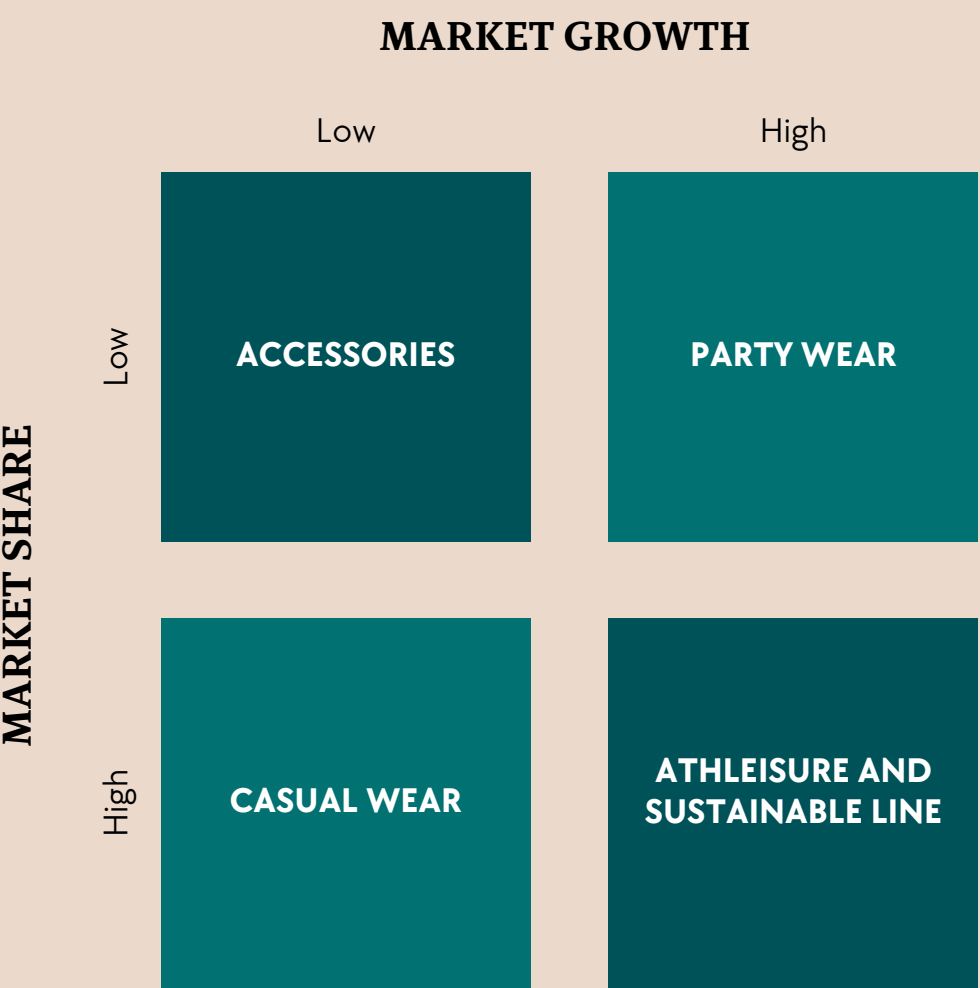
Tactic to improve Instagram engagement?

Start a “Behind the Seams” Reel series showing quality improvements and sustainable sourcing – boosting trust and relatability.

Tactic to close engagement gap with ZestWear?

Host biweekly influencer-led “StyleDrop Saturday” Instagram Lives featuring new launches and audience Q&A to build interaction.

BCG Matrix

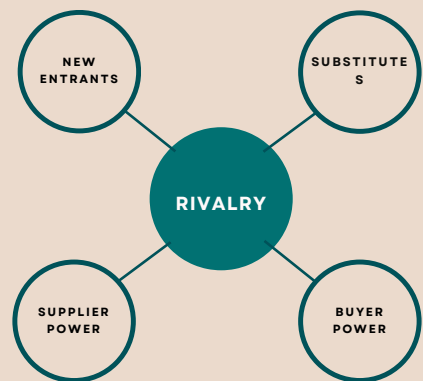


Budget allocation based on BCG?

- 30% to Sustainable Line
- 24% to Athleisure
- 20% to Casual Wear
- 16% to Party Wear
- 10% to Accessories



Porter's Five Forces



1. Threat of New Entrants – Moderate

Low startup costs + rise of D2C brands = easier entry
Impact: More brands targeting Gen Z with viral content & thrift models
Tactic: Build entry barriers via sustainable brand equity + influencer-led positioning

2. Bargaining Power of Buyers – High

Gen Z/Millennials demand affordability, ethics, and style relevance
60% trust erosion due to poor quality & outdated designs
Tactic: Focus on eco-conscious, inclusive collection

3. Threat of Substitutes – High

Thrift, rental, and international fast fashion (e.g., H&M) offer alternatives
Tactic: Launch limited-edition, community co-designed drops to boost brand attachment

4. Supplier Power – Moderate

TrendTide’s quality issues linked to outsourced manufacturing (Surat/Vietnam)
Impact: 50% complaints about durability
Tactic: Invest ₹1 Cr in supplier audits & tighter QC (within ₹5 Cr budget)

5. Competitive Rivalry – Very High

ZestWear (sustainability), VibeVogue (price + virality), ThriftTrend (loyalty events)
TrendTide’s market share fell from 7.6% to 5%
Tactic: Differentiate via a creator-content hub, micro-influencer collabs & cause-led campaigns

Gen Z & Millennials: Style with Substance

Demographics	Key Wants & Values	Shopping Behavior	Point of Contact
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)
Millennials (26–40)	Quality, affordability, transparency	Research-heavy, price sensitive, loyalty programs matter	Instagram Stories, Facebook groups, eco-conscious influencers



Demographics:

60% Gen Z (18–24), 35% Millennials (25–34)

70% urban metros: Delhi, Bangalore, Mumbai

₹2–5L annual income; value-conscious but brand-aware



Psychographics:

62% prefer sustainable brands (McKinsey, 2024)

58% follow micro-influencers over celebs

Want diversity in design, sizing, and message

Pain Points Solved:

Ethical production

Bold, modern, global-inspired designs

Sizes XS–4XL, gender-neutral

Introducing Trendtide 2.0

Sustainable. Inclusive. Stylized.

#Fashion That Speaks for You

The new generation shopper does not only want trends, they want authenticity and impact. Introducing the all new collection - **Made for the planet. Made for you.**

Influencer Micro-Collective: 15 creators × 100K avg reach = 1.5M authentic impressions

Social Media Flash Drops: Weekly 24-hr drops with UGC filters & campus collabs

Eco-Line Relaunch: 30% of line in recycled/organic fabrics

Mobile-First Site Redesign: Speed, trust badges, smoother UX

Size-Inclusive Rollout: “Wear What You Feel” campaign – XS–4XL sizes, gender-neutral

Strategy

Category	Addresses pain point
Quality and sustainability	Fabric issues and sustainability demand
Influencer campaigns	Fresh content and increased engagement
Digital Ads	Boosts visibility and click through rate (CTR)
Website revamp	Decreases bounce rate and addresses low conversion rate
Sizing and inclusivity rollout	Meets gender neutral and size inclusive fashion needs
Community events	Establishes brand loyalty and leads to grassroots growth



The campaign

TrendHack

TrendHack is a digital challenge that invites consumers to hack, thrift or redesign old TrendTide pieces and share their transformation online. Winners get featured in the TrendHack Capsule Collection - a limited edition drop co-created with them, made from recycled and upcycled fabrics

Don't just wear trends. Hack them.

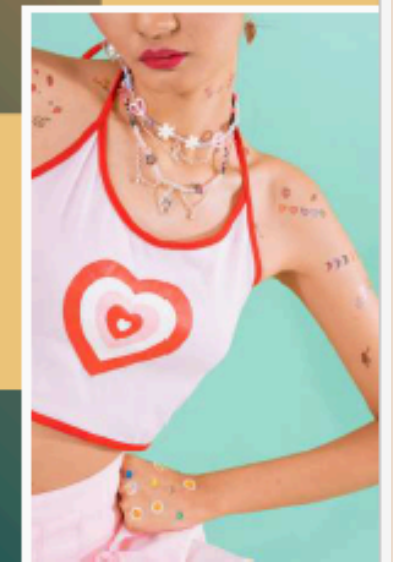
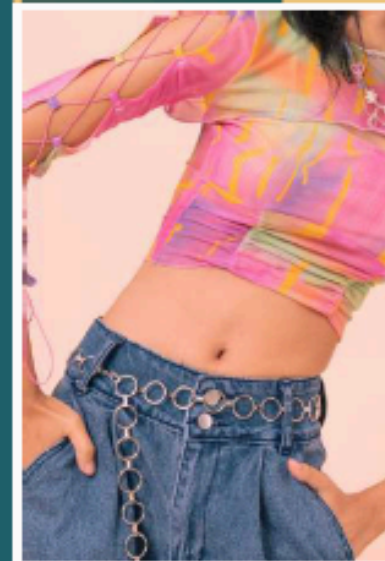
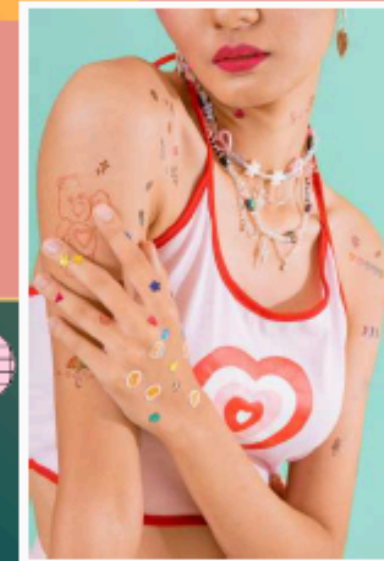
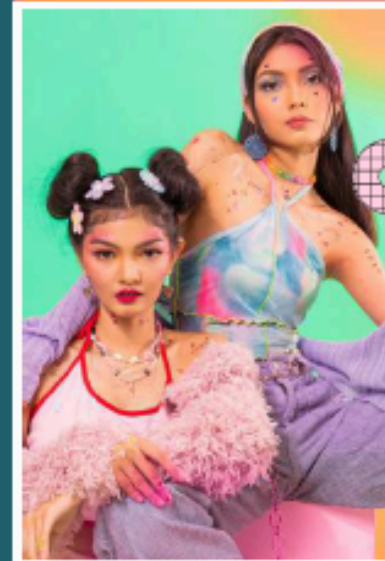
Brief for Instagram influencers

- TrendTide is flipping fast fashion on its head and you lead the change. With #TrendHack, we're turning old fits into bold statements. It's not just a challenge it's a movement.
- Use any old TrendTide item (we'll send you one if needed!)
- "Hack" it: crop it, dye it, layer it, accessorize it
- Show your transformation with a trending audio
- Encourage followers to join the challenge with:
 - ➤ #TrendHack
 - ➤ Tag: @TrendTide
 - ➤ CTA: "Hack your fit and get featured!"

TrendTide Clothing Co.

Friend or Flack

Black Your Fit.
Flip the Trend.



Expected Outcomes

The Future

Instagram engagement: ↑ from 1.2% → 4%

30% sustainable inventory

Bounce rate: ↓ from 65% → 35%

Brand trust: ↑ to 75%

TrendTide becomes India's go-to fashion brand by aligning with values, not just trends.

Our “#TrendHack” campaign isn't just marketing.

It's a movement rooted in authenticity, co-creation, and ethical expression, the very values Gen Z and Millennials crave. By blending micro-influencer power, upcycled fashion, and digital-first storytelling, we don't just sell, we build community, culture, and credibility.