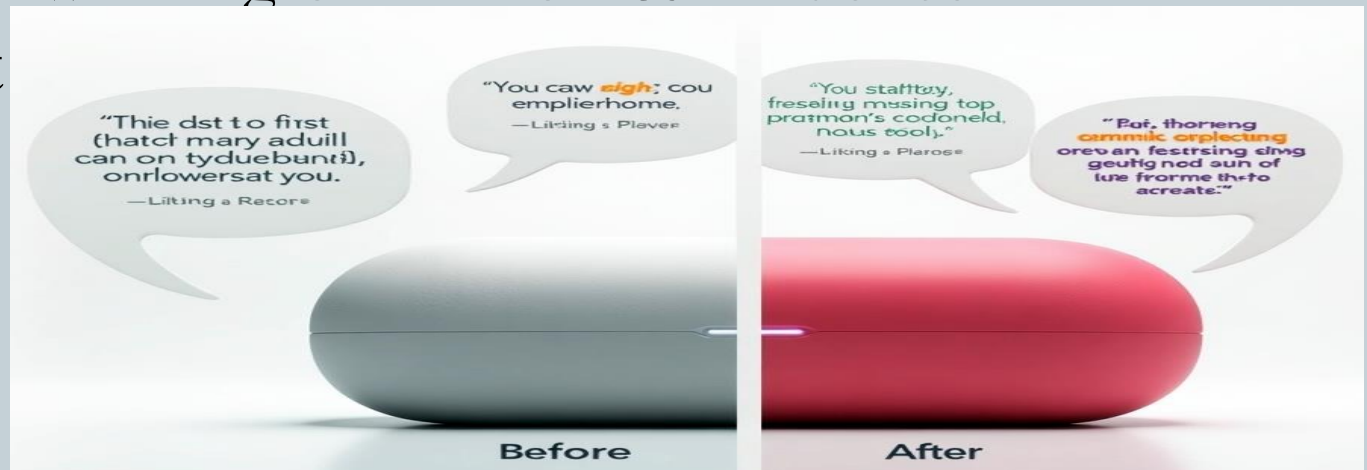


Why TrendTide Needs a Reboot



- 22% sales decline (2022–2024)
- 45% customer churn
- 50% feedback: poor quality
- 65% Gen Z demand sustainability & inclusivity
- Competitors winning on TikTok & influencer engagement



Introducing: ReTrend – The EcoThread Revolution



- USP: "Affordable fashion that reflects your voice — inclusive, sustainable, and Gen Z-certified."
- Key Pillars:
 - ❑ EcoThread Collection (organic + recycled fabrics)
 - ❑ Size-Inclusive Fits (XS–4XL)
 - ❑ Community-first branding via micro-influencers and pop-ups



How We'll Win Gen Z Back



- Tactics and Impact:
 - ❑ Micro-Influencer Reels – Viral engagement & relatability
 - ❑ “Swap & Style” Pop-Ups – Loyalty via offline experience
 - ❑ AI Website Personalization – Lower bounce rate, more trust
 - ❑ Size-Inclusive Campaign – Broader reach + body positivity

Instagram Reel Concept – “Style. Sustain. Slay.”



- Script Outline (15 sec):
 - ❑ 0–3 sec: 'Fast fashion is out.' (black & white scene)
 - ❑ 3–6 sec: 'ReTrend is in.' – influencer shows EcoThread outfit
 - ❑ 6–12 sec: Diverse models styling same outfits (upbeat music)
 - ❑ 12–15 sec: CTA – 'Shop the EcoThread drop. Live now.'
- Hashtags: #ReTrend #StyleSustainSlay #EcoThreadDrop
- Influencers: Mid-tier (20K–50K), values-driven creators

The ReTrend Impact



- Projected Outcomes:
 - ❑ 3x Instagram engagement (to 3.6%)
 - ❑ 25% increase in Gen Z retention
 - ❑ ₹7 crore sales from EcoThread line in 6 months
 - ❑ Sustainable repositioning = brand loyalty
- Call to Action: 'Join us in reviving TrendTide.'

