

RETAIL

## Macy's eliminates unnecessary waste through increased digitalization

September 20, 2022



*An image of a woman in a pink blouse and complementary nail polish. Image credit: Macy's*

By LUXURY DAILY NEWS SERVICE

U.S. retail corporation Macy's Inc., owner of department store Bloomingdale's, is centering sustainability and recycling through its social purpose platform, Mission Every One.

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The U.S. retailer announced it would prioritize recycling and circularity as it works towards its long term eco-consciousness goals. To further cement this decision, earlier this year, Macy's became a part of the Ellen MacArthur Foundation community and collaborated with FABSCRAP, a non-profit in New York City to ensure fabric waste is reused and upcycled and recycled responsibly.

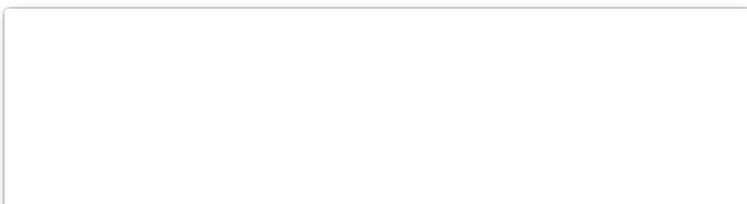
"As a leading, omnichannel retailer, we understand the role we play in creating a more equitable and sustainable future for all," said Keelin Evans, vice president of sustainability at Macy's, Inc., in a statement.

"We are committed to promoting a more circular economy across our value chain," she said. "Our efforts are focused on providing sustainable and ethically produced brands, products, and services to our customers, while reducing our impact on the environment through operations."

We're going to achieve this through our guiding social purpose platform, Mission Every One, and an enterprise-wide collaboration with partners, designers, suppliers, logistics partners, entrepreneurs, colleagues and customers."

### Optimizing sustainability

To reduce waste, Macy's Private Brand team has opted for technology that allows the scaling back of the number of physical samples required from suppliers. Despite the lack of tangible samples, fit, color and other design considerations will not be noticeably impacted.



[View this post on Instagram](#)

A post shared by Macy's (@macys)

*An image of a smiling blonde model in denim clothing*

This process has significantly decreased textile waste. In 2022, 56 percent more samples are made virtually than in 2019, a shift that actively keeps product waste out of landfills.

Macy's has also upgraded its packaging procedures to minimize materials. In 2022, virgin plastic mailer bags were edited to include 35 percent recycled content, reducing the thickness of the bag by 20 percent. As a result, virgin plastic input was reduced by more than 50 percent.

In addition, all cardboard used by Macy's fulfillment centers is FSC certified and is comprised of 35 percent recycled content.

With a forward thinking approach on ethical consumption and sustainability, Macy's is being kinder to the planet. But also, reducing waste may also have the added benefit of slimming down costs.

The U.S. retail corporation Macy's Inc., reported a 1.6 percent decrease in sales year-over-year, from \$5.65 billion in 2021 to \$5.6 billion in 2022 ([see story](#)).

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