

FOREVER 21[®]

TRANSFORMING

FOREVER 21

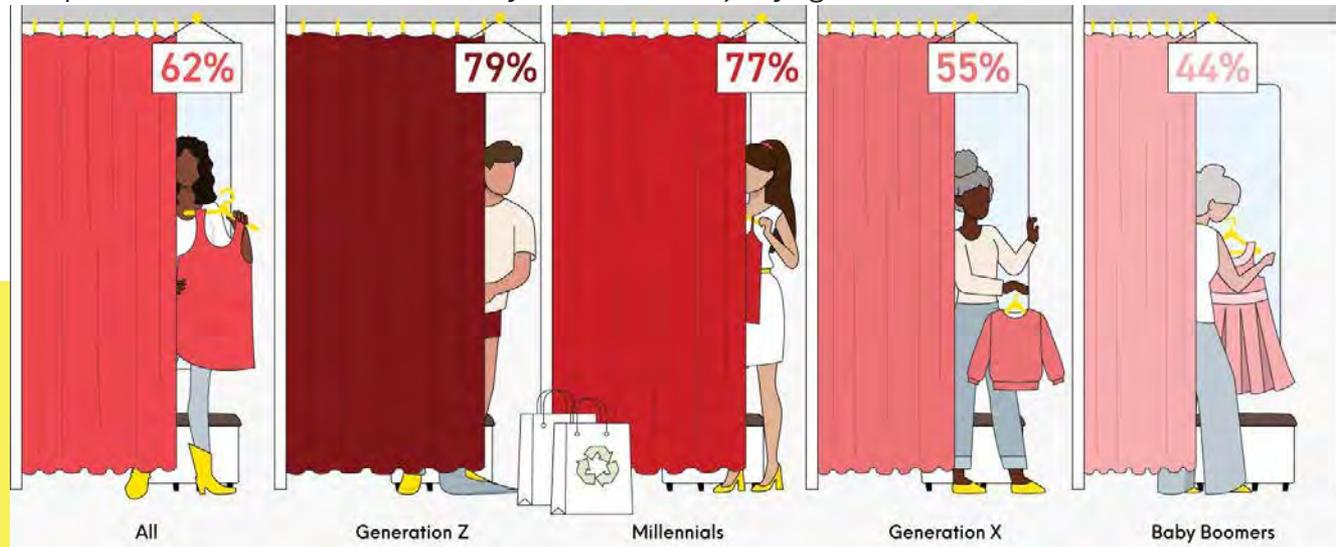
INTO

FASHION FOREVER

ISSUE STATEMENT, PART 1

Forever 21 must pivot to sustainable practices to align with the values of its customers, who are primarily Gen Z.

Importance of sustainability in fashion, by generation



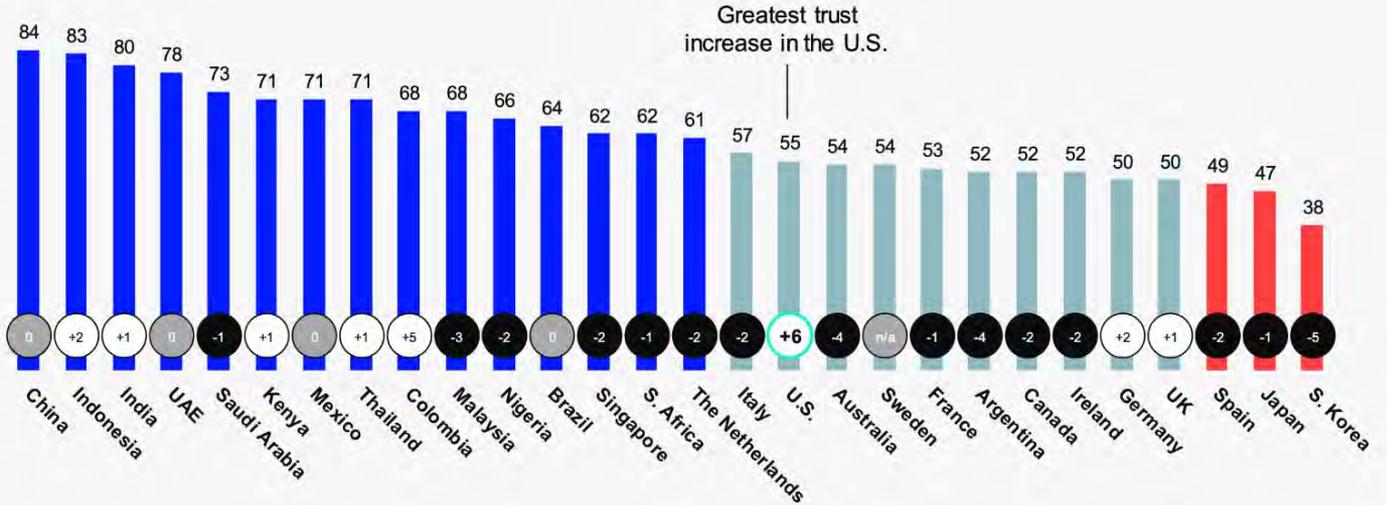
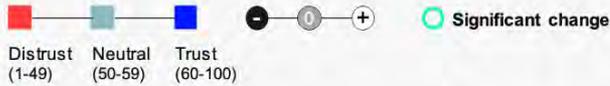
ISSUE STATEMENT, PART 2

BECAUSE FASHION IS A TRUSTED INDUSTRY AND
THE PUBLIC GIVES COMPANIES PERMISSION TO ADDRESS PROBLEMS THEY HELPED TO CREATE,

FOREVER 21 IS WELL-PLACED TO MAKE A DIFFERENCE IN REDUCING FASHION'S
ENVIRONMENTAL IMPACT.

Trust in Business Declines in 15, Gains in 8 of 27 Countries

Percent trust



RECOMMENDED SOLUTION



FOREVER 21 WILL BEGIN MAKING CLOTHING WITH ECOLOGICALLY-SOUND PROCESSES.

FOREVER 21 WILL IMPLEMENT AUGMENTED REALITY, FOR PATRONS TO "TRY ON" CLOTHES VIRTUALLY.



VALUE TO THE COMPANY

FOREVER 21 WILL BE AT THE FRONT EDGE OF INNOVATION AND IN ALIGNMENT WITH THE VALUES OF YOUNG PEOPLE TODAY.

- MEAN MORE SATISFIED CUSTOMERS
- INCREASED REVENUE, AND
- IMPROVED PUBLIC PERCEPTIONS OF THE FOREVER 21 BRAND.

NEXT STEPS

- OVERHAUL PRODUCT DESIGN (CREATING CLOTHING THAT LASTS LONGER), MANUFACTURING (MINIMIZING MANUFACTURING IMPACT) AND SUPPLY CHAIN PROCESSES TOWARD SUSTAINABILITY
- DEVELOP PROPRIETARY AUGMENTED REALITY SOFTWARE
- MARKET FOR THE RE-BRAND, OWNING SUSTAINABILITY AS A MAJOR FEATURE

ALIGNING WITH SUSTAINABILITY GOALS WILL ENSURE THE BRAND THRIVES INTO THE FUTURE!

THANK YOU!