

# FOREVER 21

## Transforming Forever 21 into Fashion Forever

### Issue Statement

The fast fashion company Forever 21 will fail if it doesn't align with the values of young people today. Forever 21 must pivot to sustainable practices, meeting customer demand for environmentally-friendly fashion.

A majority of Gen Z values sustainable fashion<sup>1</sup> but Forever 21 has been criticized for creating clothing not intended to last<sup>2</sup>. Because fashion is a trusted industry and the public gives companies permission to address problems they helped to create,<sup>3</sup> Forever 21 is well-placed to make a difference in reducing fashion's environmental impact.

### Recommended Solution

Leaning into the implications of the word "forever," Forever 21 will meet consumer demand for sustainability by making clothing with more ecologically-sound processes. To maintain affordability, Forever 21 will discontinue in-person stores, and will implement Augmented Reality<sup>4</sup>, for patrons to "try on" clothes virtually.

### Value to the Company

Forever 21 will place itself at the front edge of innovation and in alignment with the values of young people today.<sup>5</sup> This will mean more satisfied customers, increased revenue, and improved public perceptions of the Forever 21 brand.

### Next Steps

Executives should overhaul product design, manufacturing and supply chain processes toward sustainability,<sup>6</sup> develop proprietary AR software, and market for the re-brand. Aligning with sustainability goals will ensure the brand thrives into the future.

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<sup>1</sup> Mintel. (2024). Sustainability in Fashion - US - November 2024. Retrieved from Mintel Academic Reports database.

<sup>2</sup> Chomsky, R. (2024, January). *How ethical is Forever 21?* Sustainable Review. <https://sustainablereview.com/how-ethical-is-forever-21/>

<sup>3</sup> Edelman. (2024). *2024 Edelman Trust Barometer: Navigating a polarized world*. Edelman Trust Barometer. <https://www.edelman.com/trust/2024-trust-barometer>

<sup>4</sup> Caroline. (2024, June). *AR Shopping | 2024's Ultimate Guide to Customer Engagement & Sales Success*. Kivisense. <https://tryon.kivisense.com/blog/ar-shopping/>

<sup>5</sup> (2024, September). Women's Clothing Stores in the US. 44812. Retrieved from IBISWorld database.

<sup>6</sup> Caniato, Caridi, Crippa, Moretto (2012, February). *Environmental sustainability in fashion supply chains: An exploratory case based research*. ScienceDirect. <https://www.sciencedirect.com/science/article/pii/S0925527311002659?via%3Dihub>