

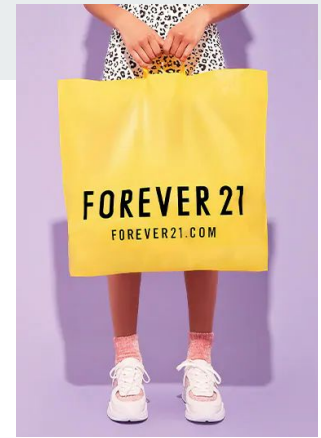


FOREVER 21

Brand Strategy Audit

Name: Abdullah Alesmail

Evaluate the current situation:



Forever 21 is facing a downfall in sales due to its lack of fast fashion trends. As their goal was to open more stores, they lost their first objective (fast fashion) and made the customers dislike the brand. Since Forever 21 is closing most of its stores and losing its consumers to its competitors. It is best for Forever 21 to do a rebranding and refresh its reputation to attract new customers and their old loyal consumers. The goal here is to make the brand more modern and return to its original promise while having a fresh start to the brand and its objectives.

Market factors that determine the need for change:

- Decrease in sales
- Lack of fashion trends
- Many stores
- Losing their customers
- Cheap materials



Supporting data:

Forever 21, which said e-commerce made up 16 percent of its sales, saw its revenue drop to \$3.3 billion last year, down from \$4.4 billion in 2016. It expects the restructured company to bring in \$2.5 billion in annual sales. The company employs about 32,800 people, down from 43,000 in 2016.

Core hypothesis:



- Forever 21 lost its customers because it did not see what its target audience wanted. They want trendy fast fashion at an affordable price. They get excited when brands adapt quickly to the fashion trends, and the customers did not see Forever 21 meet this requirement, so they went to other brands. Forever 21 did not adapt quickly and did not use suitable materials for its products as the customers wanted something to last.
- Expanding stores worldwide and in the same country put the brand at risk of a high drop in sales even though it knows it has lost its customers.
- Focusing on the targeted audience rather than the minor audience will lead to high sales.



SWOT Analysis:

Strengths:



- Forever 21 has always had a mission of selling affordable unique fashion clothes.
- worldwide store locations.
- various products such as clothes and accessories for men, women, and kids.
- strong beliefs in their mission of selling fast fashion clothes.
- Strong community involvement with their collaboration with "On Your Feet Family Resource Center."

Weaknesses:



- lack of fashion trends, needs more variety of styles.
- many stores worldwide without increasing sales.
- Focusing on young and teen clothing made the brand sink in.
- the brand does not certify by the labor standards in the supply chain.
- Failure to create hype about their clothes.

Opportunities:

- Using social media properly, especially TikTok, Instagram, and Snapchat, will grab customers' attention.
- People are more likely to spend money if the fashion is trendy with high-quality material.
- could collaborate with other brands and famous stylists to gain more followers and raise sales.
- Rebranding could help Forever 21 to relocate itself in the market.
- Targeted individuals between 18 to 30 who get excited about new fashion trends.

Threats:



- Competitors also promote fast fashion trends as they are higher in the market.
- Competitors such as Zara and H&M can have more ads on social media, billboards, and other advertising areas and have strong recognition.
- culture shift with fast fashion can create threats to Forever 21.
- The bad brand reputation in customers' minds can create threats.
- adapting trends quickly. Competitors are so quickly than Forever 21.

Next steps:

Recommendation #1

Work on adapting new fashion trends and the ones on social media with sustainable material if the Brand knows how to adapt quickly to what's happening in the fashion industry on social media. It will give them an idea of what is trendy and what is not.



Recommendation #2



Rebranding Forever 21 with a new name and logo will help the brand relocate in the market. Forever 21 has a bad reputation in consumers' minds and the market itself. The rebranding will give the brand a second chance to have a fresh start with the customers that loved Forever 21 but want them to change.

Rebranding:

- Name: Young & Ever
- Renew stores interior
- Use social media to promote the brand.

Recommendation #3

Collaborations with famous young designers or stylists will give the brand more followers through social media, customers, and sales. Forever 21 never collaborated with any designers or stylists, and it can allow them to expand their noticeability through new customers and old ones.

Examples:



The North Face X Gucci



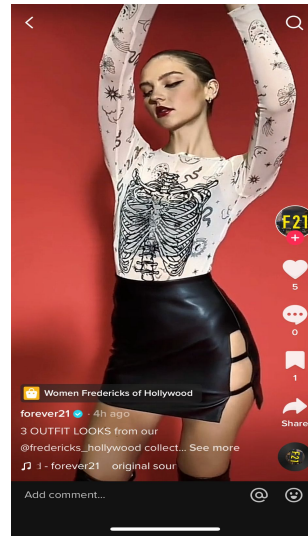
Nike X Dior

Recommendation #4

Using Advertising in all areas, including Social media, will get the brand in front of customers' eyes with all the competitors in the market. Billboards and social media are highly recommended to show how the brand changed. As in the past, Forever 21 did not use social media properly, letting the competitors sweep all platforms.

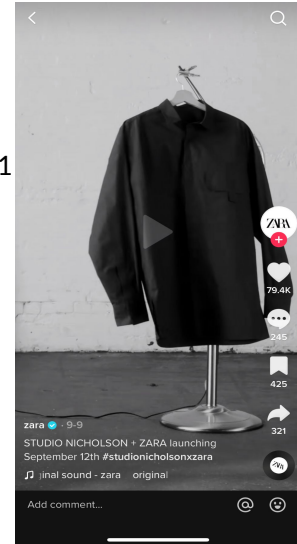
Example:

- On TikTok, ZARA have more interaction With their audience which lead to high engagement (more likes, comments, etc.)
- However, Forever 21 have lower engagement (less likes, comments, etc.)



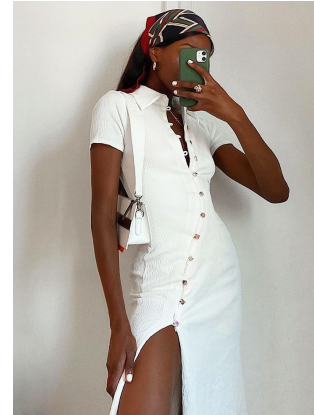
ZARA →

← FOREVER 21



Recommendation #5

Target the right audience rather than focusing on targeting a wider audience. Forever 21 used to target women between 18-35 years old. However, they focused on making the audience wider by making men's and kids' clothing and other accessories. It did not help the brand sales since they did not meet the fast fashion trends. Therefore, the target audience will be 18-35 women who like trendy fashion (interested in wearing dressy/casual fashion trends) at affordable prices.



Persona Example:

- Demographics

Age: 25, Location: Los Angeles, CA

Education: undergraduate degree

Job Title: Marketer , Status: Single

- Bio

Serah Loves fashion and takes her inspiration from Instagram, Pinterest, and TikTok. Her life is all about creating fashion content through her social media. Hard work led her to work in Marketing Agency after she graduated from college. She seeks to be a fashion expert.

- Goals

Open her own Marketing agency.

- Pain points

losing her motivation toward what she loves, including her passion and job.

Serah Jones



Closing Up:



Each recommendation our Agency addressed is to make the brand Forever 21 reach its goal objective: returning to the original plan promise by selling fast, trendy fashion at a reasonable price. One of the important recommendations is rebranding the brand because Forever 21 reputation is low, and we need to make the brand beat the competitors in the market again. Likewise, focusing on one target audience with trendy fashion can keep the brand sales high, including using social media and other advertising to promote the brand in a way that Forever 21 never used before. With collaborations with different brands and famous designers, the brand will reach the goal of making it one of the trendy brands in the market.