



FOREVER 21

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FOREVER 21 BRANDS

- ◉ Forever 21 owns and operates many different stores around the world in the United States, Canada, Ireland, Austria, Singapore, Indonesia, Malaysia, United Arab Emirates, Jordan, Oman, Kuwait, Saudi Arabia, Bahrain, Thailand, China, South Korea, Japan, Puerto Rico, Philippines, and United Kingdom offering fashion and accessories for young women and men

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STORES

◉ There different stores include:

- ◉ Forever 21
- ◉ XXI Forever
- ◉ Heritage 1981
- ◉ For Love 21
- ◉ Twelve by Twelve
- ◉ Forever 21+
- ◉ Love21
- ◉ Forever 21 Twist
- ◉ Forever 21 Girls
- ◉ 21Men



BACKGROUND

- ◉ Forever 21 has been an operating and successful store since 1984.
- ◉ It is the fastest growing retail company.
- ◉ Originated: Los Angeles, California.
- ◉ Head Office: Europe
- ◉ Incorporated in Delaware
- ◉ Forever 21's turnover topped 2.3 billion in 2009.

BRAND IDENTITY

- ◉ Forever 21 is starting to create a new children's line for children aged 3-10 years old.
- ◉ The audience we chose to target was the children and the children's younger more trendy parents.

MESSAGE

- ◉ Forever 21's message to the children and parents is that their children too can be trendy and up to date in style at an affordable rate.
- ◉ Forever 21's brand promise stays the same but targeted at children and their parents.
- ◉ A promise to provide the consumers with affordable trendy fashion that is always up to date and new.

BRAND ELEMENTS

- ◉ The new line of children's clothes will be called Forever Tots.
- ◉ Position- Forever 21 is a big store providing every type of style.
- ◉ Brands personality- fun, creative, young, exciting, etc.
- ◉ Brands tone- edgy fun trends
- ◉ Colors will always be bright, taglines always be fun, fonts will be simple and subtle, signs bright and highlighting our different styles.

TARGET AUDIENCE

- ◉ Children ages 3-10 and their parents



PHYSICAL ATTRIBUTES

- ◉ Inexpensive
- ◉ The look for less
- ◉ Current trends
- ◉ Popular
- ◉ Upcoming trends
- ◉ Variety of styles
- ◉ Outfits
- ◉ Glam
- ◉ Boho
- ◉ Indie
- ◉ Well-made
- ◉ Bright colors
- ◉ Style conscious
- ◉ Trend-savvy
- ◉ Great value
- ◉ Growing quickly
- ◉ New
- ◉ Exciting
- ◉ Fun
- ◉ Creative
- ◉ Accessories
- ◉ Shoes, purses, etc.

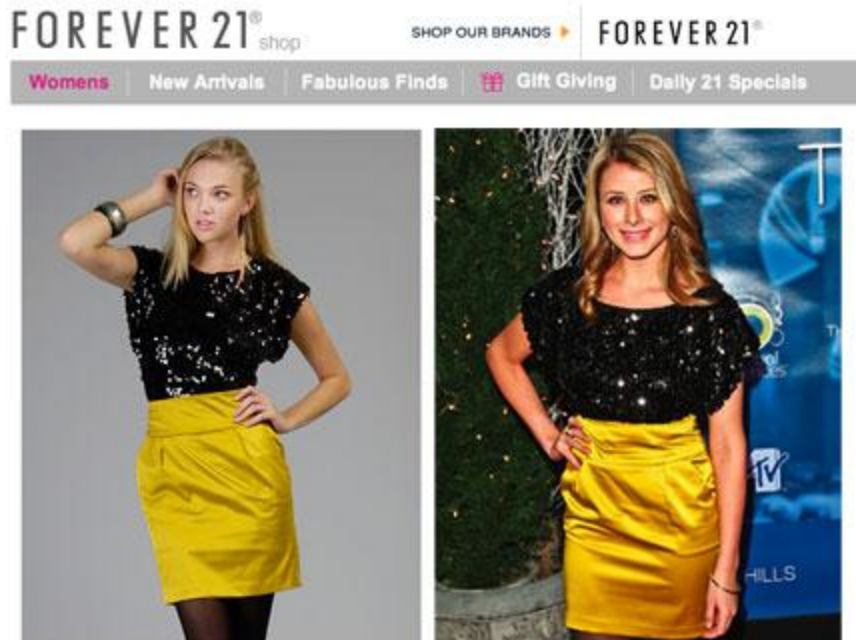
FUNCTIONAL & EMOTIONAL

- ◉ Designer clothes at a great value for working young women and their kids.
- ◉ Have more money to spend on more important issues.
- ◉ Kids will be up to date in style.

FOREVER21

WHAT ARE WE TRYING TO ACCOMPLISH?

- ◉ Forever 21 wants to target children and parents by creating a new children's and toddler line for ages 3-10



WHO ARE WE INFLUENCING?

- ◉ Female mothers or parents 25+ and their younger kids.



WHAT DO THEY CURRENTLY THINK?

- ◉ Forever 21 is mainly for teenagers.



WHAT DO WE WANT THEM TO THINK?

- ◉ That Forever 21 offers a lot more and offers a variety of different styles for everyone, even children.



WHY SHOULD THEY THINK THIS WAY?

- ◉ Forever 21 offers great value trendy fashion for everyone!



MARKETING VEHICLES

- ◉ Print and e-news letters
- ◉ Website, screensavers
- ◉ Events
- ◉ Banner Ads
- ◉ Print Ads
- ◉ Public Relations
- ◉ Direct Mail
- ◉ Flyers & Posters
- ◉ Presentations
- ◉ Exhibit booth signage
- ◉ CD/multimedia
- ◉ Facilities
- ◉ Transit media
- ◉ Billboards
- ◉ Television
- ◉ Magazines
- ◉ Chalk drawings
- ◉ Contests
- ◉ Fashion shows
- ◉ Catalog
- ◉ Radio
- ◉ Business cards
- ◉ Non-traditional
- ◉ Toys

STRATEGIES

- ◉ Send out emails, flyers, cards, etc. to create an awareness.
- ◉ Fashion show for Forever Tots.
- ◉ Chalk drawing outside the store advertising Forever Tots to draw children's attention and their parents.
- ◉ The catalog will provide the new children's line for the target to look over.
- ◉ Video CD in the store and around the mall showing off the new kids fashion line and styles.

LOGIC BEHIND STRATEGY

- ◉ All of the strategies are to create an awareness of the new Forever Tots children line at Forever 21.
- ◉ We want to draw the parents and children into the store if not to purchase, just to show what we are offering, with all of our advertising.
- ◉ Children will want to come to the store, because the area of children's clothes will be set up like a playroom.
- ◉ We want the children and their parents to feel comfortable and wanted in our store.

LOGIC BEHIND STRATEGY CONTINUED..

- ◉ Stationery and business cards- bright yellow with Forever Tots logo and Forever 21's Tot website to advertise the new line.
- ◉ Catalog- Will have the seasons line advertised in them. The Kids will be wearing the clothes in the catalog along with the kids accessories.
- ◉ Section in store- Will have a play room vibe so the children will want to be there and the parents will feel comfortable bringing them in.

LOGIC

- ◉ Experience..
- ◉ Business cards will also be offered at the register and in the section of the children's clothes along side the sign and catalog.
- ◉ Chalk drawing outside the store to advertise the new brand and to draw the children inside to the play room!😊
- ◉ Packaging- will still use bright yellow Forever 21 bags

WEBSITE QUOTE

- ◉ “Celebrated by many style conscious and trend-savvy shoppers, Forever 21 has quickly become the source for the most current fashions at the greatest value. Forever 21 is growing quickly, featuring new and exciting store environments, a constant flow of fun and creative clothing designs and the accessories to make your look come together at the right price.
- ◉ A phenomenon in the fashion world, Forever 21 provides shoppers with an unprecedented selection of today's fashions, always changing and always in style.”

FAQS

- ◉ **Forever 21, Inc Business Information**
- ◉ Forever 21, Inc also does business as Forever 21 Cosmetics .
- ◉ **Location Type**
- ◉ Headquarters
- ◉ **Annual Sales(Estimated)**
- ◉ [View Details](#)
- ◉ **Employees(Estimated)**
- ◉ 6,000
- ◉ *At this location*
272
- ◉ **SIC Code**
- ◉ [View Details](#)
- ◉ **NAICS Code**
- ◉ 448120, Women's Clothing Stores
- ◉ **Products, Servicesand Brands**
- ◉ Information not found
- ◉ **State of Incorporation**
- ◉ Delaware
- ◉ **Years in Business**
- ◉ 26

WORKS CITED

- ◉ <http://www.manta.com/c/mmfl64t/forever-21-inc>
- ◉ <http://www.brimbreda.com/news/forever-21-inc-us-locates-european-head-office-in-breda/116>
- ◉ <http://fashiontrendguide.blogspot.com/2007/04/forever-21-my-guilty-pleasure.html>