**Forever 21 Research**

# Overview

Forever 21 is an American fashion retailer known for its customer base of teenage girls looking for affordable and trendy fashions. They have been subject to controversy concerning fast fashion and copying smaller designers. After filing for bankruptcy in 2019, the company made a comeback in 2020 after being bought by Authentic Brands looking for international expansion. Today, they have over 800 locations worldwide.

# Brand Perception and Recent Coverage

Overall, their brand perception is mixed, but there has been a notable transition of tone in 2021. In summary, they’ve been criticized for [lack of sustainable practices](https://www.vogue.com/article/carrie-bradshaw-forever-21-sex-and-the-city-reboot) and for [copying small designers](https://hypebeast.com/2021/7/forever-21-rips-off-koreatown-branded-tees-aapi-community) (also [here](https://fashionista.com/2017/09/forever-21-stealing-tshirt-design-word-agency) and [here](https://us.fashionnetwork.com/news/forever-21-rips-off-wildfang-s-popular-wild-feminist-t-shirt,859239.html#.WbAmGSMrLu0)), but are investing in the future of their brand through an [acquisition](https://qz.com/2034101/authentic-brands-group-ipo-what-shaq-and-forever-21-have-in-common/), [IPO](https://www.bloomberg.com/news/articles/2021-05-24/forever-21-owner-authentic-brands-is-said-to-plan-2021-ipo), and their third try to [enter the Chinese market](https://finance.yahoo.com/news/forever-21-reboot-china-again-125917396.html). When they were recently accused of stealing another designer’s work, they were able to [garner a positive reaction](https://fashionista.com/2021/08/forever-21-koreatown-merch-copy) by donating the money to a related cause instead of just apologizing and pulling the merch.

A strong summary of their past controversies can be found in [Insider](https://www.insider.com/forever-21-files-for-bankruptcy-why-i-stopped-shopping-there-2019-9), where a reporter chronicles the brand’s scandals and controversies that lead to the brand’s bankruptcy filing. In the article, the reporter celebrates their bankruptcy filing, discusses their contribution to the fast fashion industry and emphasizes their repeated past of stealing from smaller designers. This sentiment can be found reflected across articles in [The Finery Report](https://www.thefineryreport.com/articles/2019/10/2/the-many-lawsuits-of-forever-21) and [Teen Vogue](https://www.teenvogue.com/story/forever-21-bankrupt-shopping-self-image), among others.

# Past and Current Partnerships

Forever 21 is known for its collaborations, including consumer brands with social media appeal and recognizable logos, including [Pepsi](https://stylecaster.com/forever-21-pepsi/), [7-Eleven](https://www.prnewswire.com/news-releases/forever-21-x-7-eleven-this-collab-is-fab-301111924.html), [Cheetos](https://www.teenvogue.com/story/forever21-flamin-hot-cheetos-collection), [USPS](https://stylecaster.com/forever-21-usps/) and NASA. More recently, the brand has made strategic partnerships a priority, with a major collaboration with Juicy Couture (coverage in [PopSugar](https://www.popsugar.com/fashion/juicy-couture-x-forever-21-collaboration-fall-2021-48441301) and [ET](https://www.etonline.com/forever-21-launches-second-juicy-couture-collab-shop-our-picks-169899)), a brand making headlines for its comeback this year.

# Analysis

Forever 21 is a controversial company with a history of copying smaller designers and contributing to fast fashion. However, they have had several successful brand collaborations, and have a steady and strong consumer base among teenagers who look for affordable clothing from their favorite brands. If Roblox decides on a collaboration, we recommend working with them to source original virtual designs and utilizing the partnership to highlight the sustainable aspects of virtual fashion since sustainability is a prominent concern among younger audiences.