

## Surá Consulting

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**Topic Title:** Fashion Forward, Sustainability First: A Blueprint for Forever 21

**Audience:** Forever 21 Board of Directors

### Sustainable Development Goal

SDG #12 : Ensure sustainable consumption and production patterns

SDG #8 : Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

### Executive Summary

Under the new CEO, Forever 21 needs a plan of action to continue to capture the attention of the younger generation, while responding to the backlash surrounding the environmental impact of their quickly disposable clothing and their lack of transparency. In line with UN SDG 8, Forever 21 has the responsibility to provide fair wages and decent work for all laborers throughout their value chain. Since Forever 21 does not manufacture any of its own merchandise, Forever21 needs to disclose how they hold their vendors accountable in measurable ways to protect labor rights and promote safe working environments for laborers throughout the value chain as defined under UN SDG Target 8.8.

As a multinational retailer, Forever 21 has extremely large reach and impact, and is therefore obligated to enable sustainable consumption and production of their goods, which would meet UN SDG Goal 12. Their business activities within the fashion industry overall have not been environmentally or financially sustainable. They must adjust their practices to align with target 12.5 to substantially reduce waste generation through prevention, reduction, recycling and reuse throughout their value chain.

We recommend that Forever 21 makes the following changes to become a more sustainable fast-fashion business by taking the following actions: 1) implementing artificial intelligence to help predict fashion trends to reduce waste while providing smarter recommendations to customers, 2) enforce agreement with suppliers to align with textile circularity strategies focused on waste reduction, reuse, recycling, and reshore manufacturing plants close to their markets, and 3) start a transparency strategy where the social responsibility and vendor agreements can be assessed by watchdog organizations.