CSR IN ABERCROMBIE & FITCH



Made by Vasileva Daria

Group 156



- Company overview
- CSR in Abercrombie & Fitch
- Negative aspects and scandals related with CSR
- References

ABERCROMBIE & FITCH

- American clothing company
- 4 brands: A&F, A&F kids, Hollister, Gilly Hicks
- 1,000 stores across the U.S. and other 19 countries
- Income in 2016 \$3,5 billion
- Around 65,000 employees (2015)



ABERCROMBIE & FITCH CARES

DIVERSITY

"We value what makes each of our customers, associates, shareholders, communities and business partners unique.

We recognize that protecting and supporting diversity- in all of its forms- is not only important for business, but is simply the right thing to do"



Facts:

- Over 40% of our company's Vice
 Presidents and 75% of our
 Executive Vice Presidents are
 female
- Over 50% of our store associates
 self-identify as people of color
 A&F has received a perfect score
 on the Human Rights Campaign's
 Corporate Equality Index (we are
 one of the best places to work for
 LGBT employees)



Trainings

- Donated 4 million \$ to various organizations]
- Global anti-bullying scholarship campaign



ABERCROMBIE & FITCH CARES



SOCIAL SUSTAINABILITY

"A&F is proud of our commitment to international human and labor rights, and to ensuring that our products are only made in safe and responsible facilities.

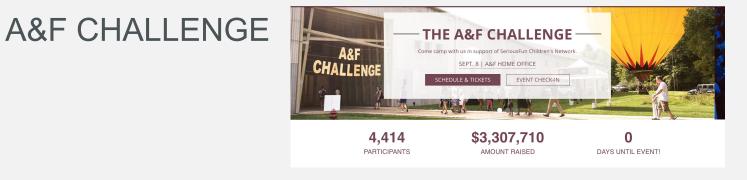
We believes that business should only be conducted with honesty and respect for the dignity and rights of all people."



<u>NO:</u> X

- Chilren labor
- Involuntary forced labor
- Discrimination
- Harassment or abuse

- <u>YES:</u>
- Proper working conditions
- Adequate compensations
- Freedom of association



ABERCROMBIE & FITCH CARES



Water

ENVIRONMENT SUSTAINABILITY

"We recognize the importance of environmental stewardship the constantly evolving impact that our business have on the communities where we make and sell our products.

Through analysis, we intend to develop and implement practices, which reduce our environmental footprint while promoting long-term, sustainable partnerships throughout the world." <u>STRATEGY:</u> 3R'S CONCEPT

- REDUCE _____ Energy
- REUSE
 Pollution
- RECYCLE

A&F have saved 23,400 cubic yards of landfill space, which is enough to meet the annual disposal needs of 29,000 Americans. We recycled 6 tons of LDPE plastic in 2012. We have saved:

- 112,200 mature trees
- 3,061,000 gallons of oil
- 158,400 gallons of gasoline
- 46,218,000 gallons of water
- 27,414,000 KWh of electricity



HOWEVER









"We go after attractive all-American with a lot of friends. A lot of people don't belong and they can't belong. Are we exclusionary? Absolutely." CEO, Mike Jeffries

Look policy or Hire only good looking people





"That's why we hire good-looking people in our stores. Because good-looking people attract other good-looking people, and we want to market to cool, good-looking people." CEO, Mike Jeffries

Controversial marketing

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