

# CSR IN ABERCROMBIE & FITCH



Abercrombie & Fitch

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Group 156

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# 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.”*



NO: ❌

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

YES: ✅

- Proper working conditions
- Adequate compensations
- Freedom of association

## A&F CHALLENGE

**THE A&F CHALLENGE**  
Come camp with us in support of SeriousFun Children's Network.  
SEPT. 8 | A&F HOME OFFICE

[SCHEDULE & TICKETS](#) [EVENT CHECK-IN](#)

<b>4,414</b> PARTICIPANTS	<b>\$3,307,710</b> AMOUNT RAISED	<b>0</b> DAYS UNTIL EVENT!
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# ABERCROMBIE & FITCH CARES

## 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.”*

## STRATEGY: 3R'S CONCEPT

- REDUCE
- REUSE
- RECYCLE

Water

Energy

Pollution

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

Reduced to hire muslim women for wearing hijabs

The biggest size A&F produces is L



*“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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