

CSR IN ABERCROMBIE & FITCH



Abercrombie & Fitch

Made by Vasileva Daria

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](#)

4,414 PARTICIPANTS	\$3,307,710 AMOUNT RAISED	0 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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