

ABERCROMBIE & FITCH'S REBRANDING EFFORTS FALL SHORT



- 1) Abercrombie & Fitch revamped its brand to give itself a makeover after years of struggle.
- 2) In August of 2015, the company hired top designers to turn around the brand's name.
- 3) While Abercrombie & Fitch's efforts to rebrand are apparent, with some new, updated styles and an improved in-store experience, the brand appears to have missed the mark.

Fung Global Retail & Technology visited the newly overhauled Abercrombie & Fitch store on 5th Avenue in Manhattan. In an attempt to create a "redefined brand identity" in order to combat slumping sales, the company revamped the brand to give itself a makeover after years of struggle.



Source: Fung Global Retail & Technology



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In August of 2015, the company hired top designers to turn around the brand's name. The teen apparel retailer hired designers and executives from top brands such as Ralph Lauren, Karl Lagerfeld and Tommy Hilfinger, according to *Reuters*.

While Abercrombie & Fitch's efforts are apparent, with some new, updated styles and an improved in-store experience, the brand's direction continues to be unclear. New apparel ranges from business casual and comfortable athleisure, to edgy streetwear and A&F's traditional preppy clean-cut look.

The brand's 2016 outlook, announced during its 2Q16 earnings in September, suggested little to no improvement over 1H16, with comparable-store sales down 4% in the quarter.



Source: Fung Global Retail & Technology



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