



ABERCROMBIE AND FITCH Harvard Case Solution
& Analysis

Abercrombie & Fitch

TheCaseSolutions.com

The Need

In fa
style
cloth
rema

In fashion, it is often difficult to blend comfort and style. Abercrombie & Fitch provides well-made clothing that customers can wear everyday, remaining comfortable while looking good.



Mission

Abercrombie & Fitch

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Quality Clothing That Fits You And Your Casual Lifestyle
Only By Abercrombie & Fitch



Comfort In Any Situation

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Fashion That Never Goes
Out Of Style

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Dress for your lifestyle at abercrombie.com or in your nearest A&F store.
Post "lifestyle" on our **facebook** wall to receive an exclusive sample of
our newest fragrance.



Abercrombie & Fitch
Keep It Classic. Keep It A&F

[Online V. In-store]

200+ Person Survey Revealed...

- 89% of people prefer to shop in store while 11% prefer to shop online and 0% prefer catalogue ordering.
- Although many costumers enjoy the energetic in-store shopping experience, many found extended periods of shopping to be tiresome

