Forever 21 launches global campaign focusing on LA roots

By Jennifer Braun - May 15, 2022

U.S. fashion retailer Forever 21 launched last week its first-ever brand campaign designed to highlight its Los Angeles roots and evolution as a fashion brand.

The campaign is inspired by the different lifestyles found in Los Angeles neighborhoods. In particular, the campaign logo reflects six distinct parts of the city: Downtown LA (DTLA), Koreatown, East LA, Malibu, Hollywood and Venice.

The campaign launches with a video, dubbed 'A Little LA in All of Us', and features cultural creators across TikTok, Instagram and YouTube including China Ann McClain, Olivia Holt, Griffin Johnson, and Madison Pettis. The video was directed by Los Angeles native, Pham, and John Merizalde.

The campaign will go live across the company’s platforms, from e-commerce and retail to social media and even its presence in the metaverse. The initiative is being overseen by the retailer’s new CEO, Winnie Park, who joined the company in January.

“Our birthplace is the inspiration and muse for our sense of style. From the beaches of Malibu to the skate parks of Venice to the streets of DTLA and the lights of Hollywood, Los Angeles is the ultimate destination for tourists, immigrants, and culture. LA is truly multicultural and a center of innovation for music, cinema, the arts and
immigrants, and culture. LA is truly multicultural and a center of innovation for music, cinema, the arts and fashion,” said Park.

“This shift in our strategy signals our move from fast fashion to omnichannel brand relevance with a focus on Gen Z who are not just digital natives but social natives as content creators and pioneers in social commerce and the metaverse.”

To further emphasize the power of creativity in Los Angeles, Forever 21 partnered with Boys & Girls Club of America and Art Bridges The Gap to create four murals between Hollywood and Venice. Members from nearby Boys & Girls Clubs will work with local artists to bring the murals to life in their neighborhoods. The murals will make their debut over the summer.

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