



## Abercrombie & Fitch

*Check out this case study to see how Abercrombie & Fitch and The Trevor Project co-developed a Pride Collection that was more inclusive than ever!*

### Why A&F and Trevor?

In recent years, Abercrombie & Fitch has become more inclusive than ever, using its platform and products to demonstrate the brand's love for all of its customers and leading with its intention to create a brand where folks don't merely feel that they fit in, but where they truly belong. With this top of mind, Abercrombie decided to leverage its hallmark Fierce fragrance to promote self-expression, individuality, and representation for all. By doing so, Abercrombie sought to redefine fierceness and highlight the brand's focus on inclusion and empowerment. As a longtime partner of Trevor since 2010, Abercrombie & Fitch turned to our team to help craft a campaign punctuated by the brand's values in diversity and representation. Trevor and Abercrombie used the "Fierce" fragrance as the foundation for a groundbreaking campaign and created a powerful Pride collection celebrating all identities. The Trevor Project was thrilled to both partner with Abercrombie on its Fierce campaign and also co-create a collection of products that proudly celebrated the LGBTQ community across Abercrombie's brand channels.

### The Partnership

In addition to leading two of the most diverse marketing campaigns in Abercrombie & Fitch's history, The Trevor Project and Abercrombie co-created a special Pride Collection. We worked closely together to design inclusive and empowering products that were sold across Abercrombie's purchase channels and celebrated the LGBTQ community. The collection included a t-shirt that said, "Hello, My Pronoun Is" and other special products focused on representing all people and validating identity. In 2020, A&F donated over \$200,000 to Trevor in association with this Pride collection with additional funds donated as a result of our year-long round-up campaign. In collaboratively developing these products and amplifying the voices of LGBTQ folks of intersecting identities in their campaign content, Abercrombie demonstrated the brand's inclusivity to their audience. Our collaboration didn't stop there, also providing multiple options for customers to support Trevor, including our round-up campaign, inviting customers to round up their purchase to the nearest dollar in order to donate the difference to Trevor.

Additionally, we have taken an "always on" approach to this partnership, activating together during multiple key moments throughout the year aside from Pride Month, including holiday season, including Abercrombie as a Presenting Sponsor at TrevorLIVE LA. The Trevor Project has also acted as a valued thought partner to Abercrombie, serving as a strategic voice for the brand's "Pride Pivot" in 2020 –



assisting Abercrombie in adjusting its June campaign messaging amidst the demonstrations for racial and social justice following the murder of George Floyd.

## Our Joint Impact

Our inclusive campaigns and Pride Collections have reinvented what it means to be part of the Abercrombie & Fitch Family. By co-creating special Pride products, we leveraged Abercrombie's iconic brand and vast audience to send a powerful message of acceptance and support to LGBTQ young people across the country. Abercrombie amplified its dedication to building a brand of inclusion with products that embraced all identities and a visual campaign that represented the diversity and uniqueness of its customers. Our partnership reinforced both Trevor and Abercrombie's message that LGBTQ young people are loved just as they are, and it megaphoned wide-scale support for the LGBTQ community. Not only has our collaboration garnered extensive media attention in publications like [CNBC](#), [WWD](#), [Out Magazine](#), [Adweek](#), [Vanity Fair](#), and more, but our efforts were even awarded the [Halo Award](#) for Best Inclusion Initiative! Abercrombie & Fitch is one of Trevor's largest-ever corporate partners – donating more than \$2 million to date – and the financial contributions by the brand and its customers have helped Trevor to continue building capacity to serve many more LGBTQ youth in crisis and to continue reaching out to more young people, letting them know that they matter. Our partnership continues to evolve and grow through Pride collections and other impactful activation moments.