

FOREVER21.COM

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Forever21.com is an online retail store that offers trendy fashions at a lower price for teenagers, young women and men. The website features a very simplistic look and achieves the basic purposes of an online apparel store however, there are some changes that could be made that would considerably improve the functionality of the site and offer a more user-friendly website for potential buyers.

When first opening the site, one cannot help but notice how long it takes for the page to load, not just the splash page but every single one of the pages throughout the entire site. Navigation is easy and fairly effortless, so the only problem is that there should be more options to choose from. There is no 'view all' option when you select a category yet only about 20 items are displayed per page and most of the categories have 10 pages or more to view. For some reason, the right-click option is disabled so that the user cannot open an item into a new window. This is a problem because after you are finished viewing the item and select the back button, because Forever21.com does not have a 'back to shopping' option, the shopper must wait for the entire page to load at an especially slow rate. If the prospective consumer chooses to view an item, appearing at the bottom of the page is an area recommending 'other great items,' yet these items are irrelevant to the item that they are looking at. Suggested items should in some way correlate to the piece that they are viewing. In addition, a 'recently viewed items' section would be very convenient for the customer so that they would not have to back track and re-search for an item that they were undecided on. Also, while Forever21.com has a search option, adding an advanced search option so that shoppers can refine their search by preferences such as size, color, material or price, would prove to be time saving and helpful. With these changes made, shopping on Forever21.com would definitely be more appealing and accessible.

Forever21.com is an online junior retailer offering trendy, chic apparel and accessories to contemporary teenagers, young women and men who are in search of an easy to navigate, hassle free website to search and shop from for the perfect outfit. Unlike competing sites which feature useless multimedia, more information about the company than the actual products and complicated navigation, Forever21.com will provide a comfortable shopping experience with an exceptional selection of today's fashions through an uncluttered, appealing site available for purchasing all year round.

## SCENARIO 1

Persona: Alyssa Hernandez  
Age: 17  
Occupation: Host at TGIF's  
Location: Riverside, CA

Computer Savvy:  
Web Savvy:  
Online Shopping Savvy:



A junior at Riverside High School, Alyssa spends most of her free time playing soccer for her school, hanging out with her boyfriend and loves to go shopping. She was just recently approved for her first credit card and is excited to put it to good use. As a loyal customer of Forever21 retail stores, Alyssa is now finally able to purchase the items that she has in her wish list from the Forever21.com website. A regular visitor to the site, she logs on by entering her username and password. After reviewing the items in her wish list, she makes final decisions on which items to purchase and proceeds to checkout. Alyssa loves that she can add trendy clothing to her wardrobe at extremely affordable prices.

## SCENARIO 2

Persona: Joanne Parker  
Age: 37  
Occupation: Sous Chef  
Location: Detroit, MI

Computer Savvy:  
Web Savvy:  
Online Shopping Savvy:



Joanne has been married for 15 years and has two beautiful daughters. Lately the girls have been complaining that she is always at work and never has time to take them shopping anymore. Because Joanne knows that her daughters love to shop at Forever21 stores she decides to see if they have a website. Joanne is rarely on the internet and only uses the web for emailing and for managing her bills so purchasing items online is brand new to her. She uses the search engine Google, to find the Forever21 website and browses through the different categories to put together outfits for her girls. Joanne is then asked to create a personal account for a secure checkout and even receives free shipping on her order because she spent over \$75.00. She decides that shopping online is time saving and definitely beats the crowded malls.

## SCENARIO 3

Persona: Donovan Moore  
Age: 20  
Occupation: Clerk  
Location: Tallahassee, FL

Computer Savvy:  
Web Savvy:  
Online Shopping Savvy:



Donovan is sick and tired of going to the mall with his girlfriend. So he figures that if he gets her a gift card from the store that she spends so much time in, Forever21, she won't mind so much that he's not there to shop with her. Donovan is always surfing the web when he's in his dorm room so he easily finds the Forever21.com website through his Yahoo! email account. After the homepage loads and he takes a quick glance immediately finds the 'gift card' button. Unfortunately he finds out that gift cards aren't available for purchase online yet so he clicks on the 'store locator' tab and types in his zip code to locate the nearest Forever21 retail store.

## SCENARIO 4

Persona: Tony Li  
Age: 32  
Occupation: Senior Garment Supplier  
Location: Hong Kong, China

Computer Savvy:  
Web Savvy:  
Online Shopping Savvy:



Everyday Tony comes to work and contacts buyers from all over the world to build relations for his family's garment supply business. Today he decides to look for retailers in the United States. He always follows up on companies mentioned on Forbes.com because they provide information about top retail corporations worldwide. He discovers an article about Forever21.com and decides to check out the website. On the portal page he sees that there is a 'business with us' section so he clicks on it and learns that Forever21 is interested in developing relations with garment suppliers. Tony fills out the form that is provided and gives a brief description of his company.

## SCENARIO 5

Persona: Bianca Rizzo  
Age: 28  
Occupation: Stock Broker  
Location: New York, NY

Computer Savvy:  
Web Savvy:  
Online Shopping Savvy:



As a young and up and coming stock broker for Charles Schwab & Company Inc., Bianca is dedicated to her clients and work. A big client of hers decides that he would like to purchase an enormous amount of stocks but needs her help on finding out which stock is booming. Bianca does hours and hours of research and just happens to land on the Forever21.com website through an apparel link from a stocks page. She had never even heard of the store but decides to read up on the history of Forever21 anyway by clicking on Forever21 Inc. Bianca is surprised to see that after checking on NASDAQ, Forever21 stocks had rose 20.83% within the last week so she advises her client to purchase some shares.

Instead of having to walk through a crowded mall and search through racks of clothing to find the perfect item, Forever21.com allows users to have the convenience of viewing and purchasing items through the internet hassle free. The Forever21.com website is essential to Forever21 Inc. because it allows consumers to be able to see products online, provide information about new items and promote retail store locations. Forever21.com will also be able to learn more about their buyers and keep in contact with them through emails and user feedback.

Here are some specific goals of Forever21 Inc. by department:

#### Marketing-

- increase the pages viewed by 15% during the coming year
- drive visitors to the website and eventually convert those visitors into customers without using push techniques such as advertisements and pop-ups
- increase awareness of the company among the target market
- identify the percentage of the target market that visits the site
- both online and offline, branding is an essential element of creating and building familiarity, comfort and confidence in Forever21 Inc. and its products so ranking within the top five in top search engine rankings will definitely enhance brand equity

#### Information Technologies-

- increase electronic communication internally and externally to promote a paperless environment
- maintain a reliable and current website
- be well managed and economically responsible as well as continually striving to maintain, update, and improve the quality and timeliness of services offered

#### Human Resources-

- strive to improve the expertise of the workforce by achieving efficient, motivated, and well-trained employees with the knowledge, skills, and ability to meet current and future challenges
- provide an innovative and responsive employment system for recruitment, hiring and retention of talented employees
- provide a professional development and training program that helps staff, managers, and department chairs acquire the knowledge and competencies needed to achieve performance excellence and maximize productivity

- develop and implement programs that increase staff satisfaction and expand opportunities for staff to resolve conflicts and address concerns and to minimize disruptions and barriers to excellent performance

#### Chief Executive Officers-

- improve financial performance by achieve at least an 15% rate increase overall in sales
- expansion of Forever21 not only nationally but internationally as well

The main objective of the Forever21.com website is to present a functional, well-designed and fast loading site so that visitors will have an incomparable buying experience. Incorporating and achieving the goals of the different departments of Forever21 Inc. and having more advanced search options, extra user-friendly features and a faster loading time for pages would tremendously increase the sales and the clientele of the company.

The Forever21.com website serves as the online retail store for the nationally known Forever21 Inc., which started out as Fashion21 in Los Angeles, California in 1984. Since then the founder eventually changed the name to Forever21 and has opened a new store every six months rapidly expanding the business all over the United States. The Forever21.com website is a source for the most modern fashions at the greatest value.

In order to achieve core objectives of both the user and the business, identifying the audience in which Forever21.com needs to communicate to is essential.

#### Target Audiences:

- A- Teenage male and female high school students in suburban and urban areas with internet access looking for the latest in fashion but at a price that they can afford.
- B- Garment suppliers located either locally or overseas looking for a business to partner with.
- C- The “fashionista” searching for the ultimate job in the retail industry.

Business strategies of the company include increasing the number of visitors to the website, expanding the target audience and fulfilling users’ needs by offering superb customer service and effortless navigation throughout the website. Visitors to the site are searching for a simple yet functional site that is superior to other online clothing stores. If client’s goals as well as business goals were combined and integrated into the website, then the company would improve the services offered to the consumers and also strengthen accomplished goals. Therefore, the purpose of updating the site is to further ease the user by adding more options which would lead to the secondary goal of increasing consumer volume consequently expanding the entire business in all aspects.

Forever21.com, the online retail store for the chain of clothing retailers Forever 21, is a basic and uncomplicated website that allows users to shop for clothing and accessories at an affordable price. A competitive analysis was developed to compare other competitor's websites and find out what changes could be made to Forever21.com to make it a preferred site among many other apparel websites. Subsequent to evaluating six different sites including Forever21.com, websites were ranked according to the functionality of the site, ease of use of the navigation, the appearance and feel and the overall experience of the website. The sites that were considered top competitors of Forever21.com were Wetseal.com, Bpnordstrom.com, Hm.com, Delias.com and Daisymaze.com. These sites were all examined and ranked on a scale of 1 to 5, 1 being the poorest and 5 being outstanding. Wetseal.com came out on top with a score of 4.5, Delias.com ranked second with a rating of 4, in third place is Forever21.com with 3.5, Bpnordstrom.com and Daisymaze.com resulted in a tie with a rating of 3 and Hm.com was ranked the lowest with a score of 2. Embracing future advances in technology for web pages would prove to be very beneficial for Forever21.com because the users of today understand and are familiar with choosing preference options and know how to customize settings to fit their needs. Some suggestions to improve the site would be: enabling right-click, adding a "view all items" option as well as a "back" button, permitting users to refine searches by specific sizes, color or price range, including a "suggested items" section along with a "recently viewed items" section and having the pages load at a faster rate. Integrating these recommendations into the Forever21.com site would result in an increase in performance and production and would place the junior retailer alongside competitors or even rise above them.

Upon reviewing six different websites, the guidelines employed prior to rating were based on selection, evaluation and comparison. For the selection process, sites that offered alike merchandise and had a similar target audience within the same age range were chosen as competitors. However, not only were the known competitors selected for comparison, unknown competition that appeared frequently on search engines were also included in the evaluation process. Following the selection method, the criteria examined relied on both the initial requirements necessary for all websites and whether or not the sites provided additional options for users. For the retailer sites chosen, basic functions such as a "search option", "gift cards" or a "wish list" are already assumed to be specifications on the website, so when a site lacks these functions, competing stores automatically have an advantage. Sites that had user-friendly navigation, "advanced search" options to select preferences in size, color and price range or a "view all" feature and a "suggested items" section were ranked higher than those without any of these preferences. Also, the look of the pages and text were judged to see if they were appealing to a trendy and modern target market that consisted of teenagers and young women. After analyzing each site and performing a heuristic evaluation, the sites were compared by critiquing each pro and con. Subsequent to taking into consideration each single aspect of the websites, each site was rated on a scale of 1 to 5, 1 being the poorest and 5 being exceptional.



## CLASSIFICATION: PORTAL SITE

Forever21.com has all of the basic functions necessary to put users at ease when navigating through the site. Serving as an online retailer for teenagers, young women and men, Forever21.com offers the latest apparel at unbeatable prices. Users are able to search for all types of clothing ranging from pants and intimates to jackets and accessories. The easy navigation and uncomplicated design offer a pleasing shopping experience for prospective buyers.

## EFFECTIVENESS RATING

Overall Experience:



Functionality/Ease of Use:

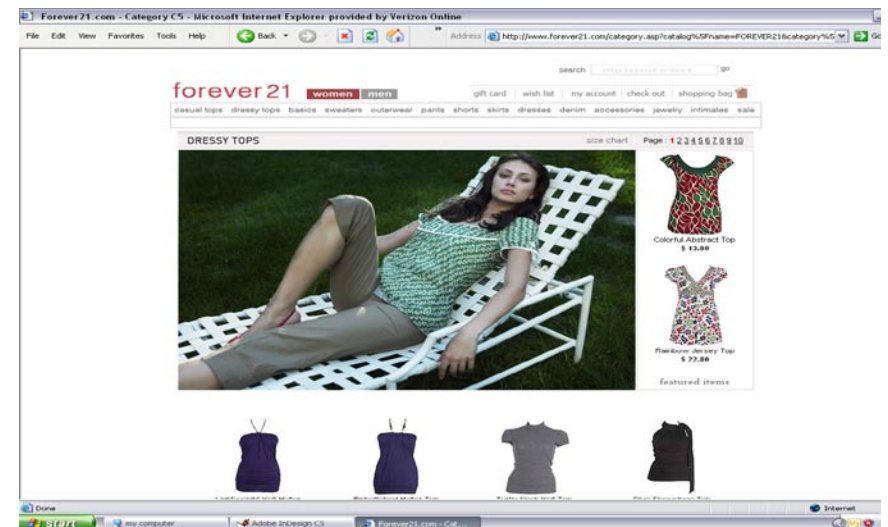
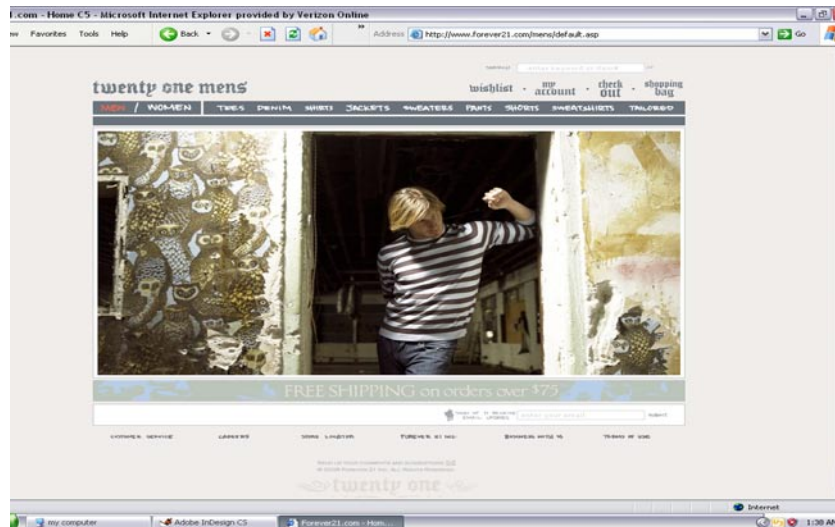


Look & Feel:



★ = worst

★★★★★ = best





CLASSIFICATION: PORTAL SITE

Wetseal.com is a fashion portal that provides access to a specialty online retail store of apparel and accessory items and allows users to shop around and search for the perfect outfit. Filter preferences for color, size and price present fast and effortless shopping. The trendy look of the site, easy to scan text and well-designed navigation make Wet-seal.com one of the leading internet apparel stores for teenagers and young women.

EFFECTIVENESS RATING

Overall Experience:



Functionality/Ease of Use:

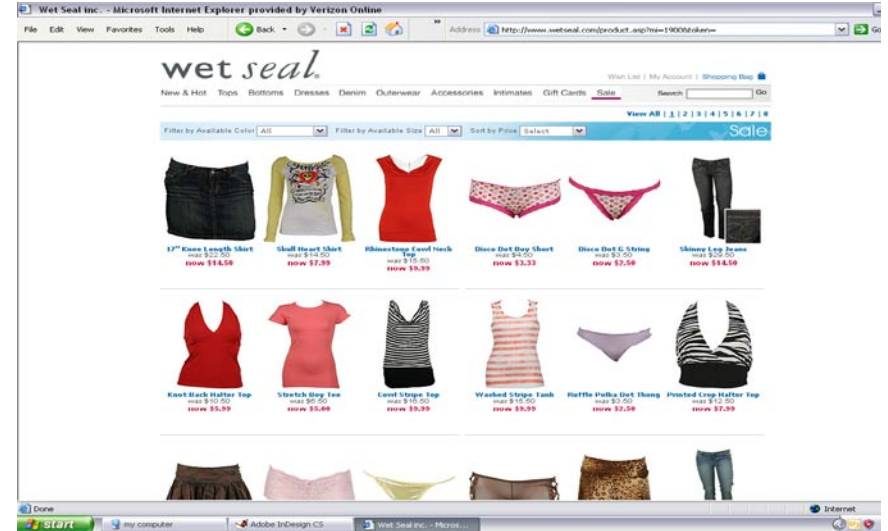
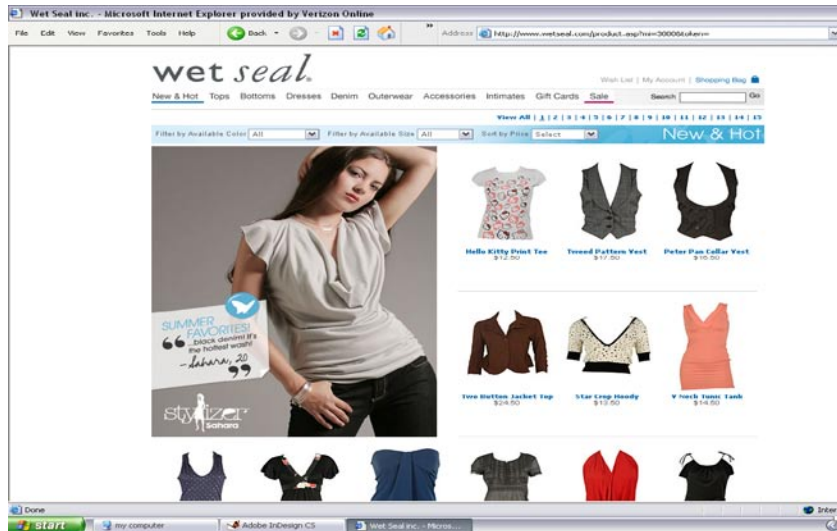


Look & Feel:



★ = worst

★★★★★ = best





## CLASSIFICATION: PORTAL SITE

More than just a clothing portal, Bpnordstrom.com offers teenage girls fashion advice, fun quizzes, horoscopes, the latest news in events and celebrity trends, a virtual dressing room and also serves as an access site to the main store, Nordstrom.com for purchases. Prominent components of Bpnordstrom.com are the advanced multimedias used such as flash graphics, a virtual catalog and music which present an innovative website.

## EFFECTIVENESS RATING

Overall Experience:



Functionality/Ease of Use:

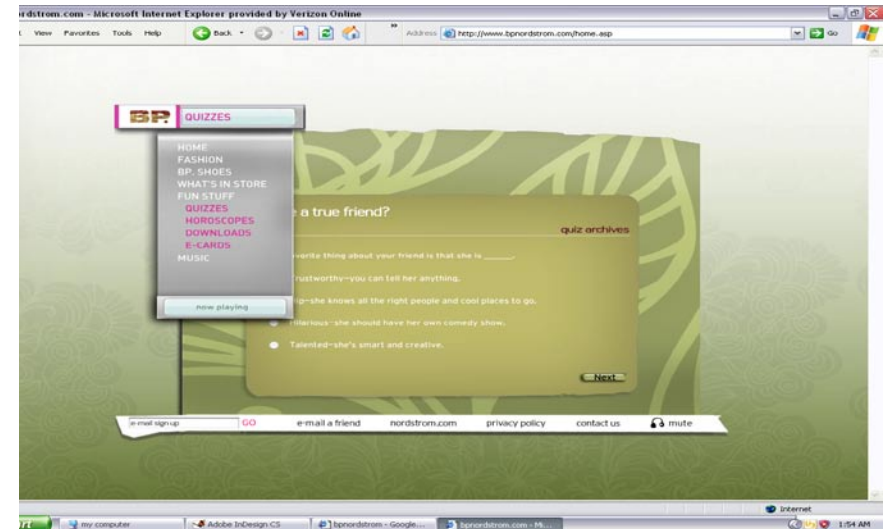
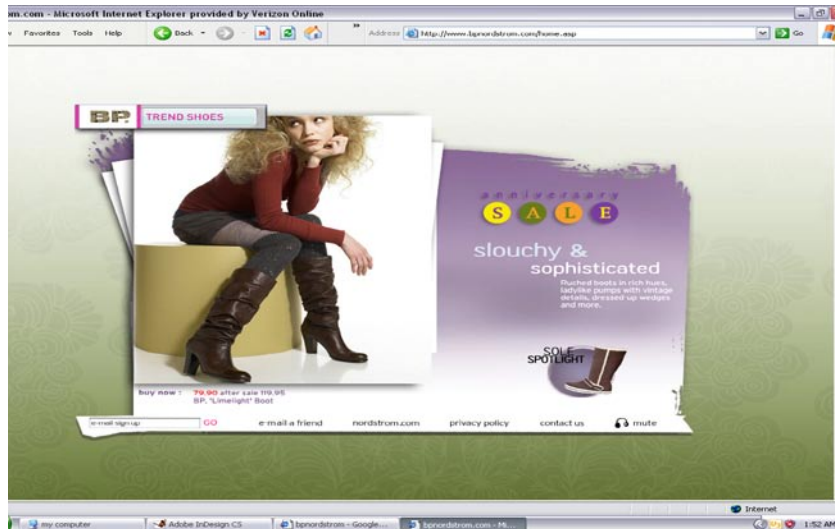


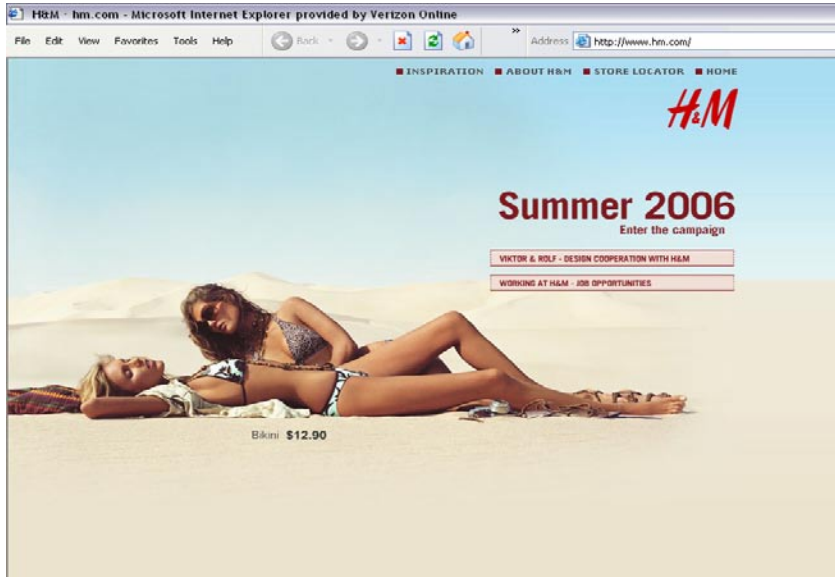
Look & Feel:



★ = worst

★★★★★ = best





CLASSIFICATION: PORTAL SITE

Hm.com is a portal for the international retailer H&M. On the website users can learn all about the H&M company and find out what is going on with fashion throughout the globe. Although purchasing clothing or accessories through the site is not possible, viewing items in the virtual dressing, after creating an account, is about as close as one can get to the H&M apparel without being in one of the retail stores located worldwide.

EFFECTIVENESS RATING

Overall Experience:



Functionality/Ease of Use:

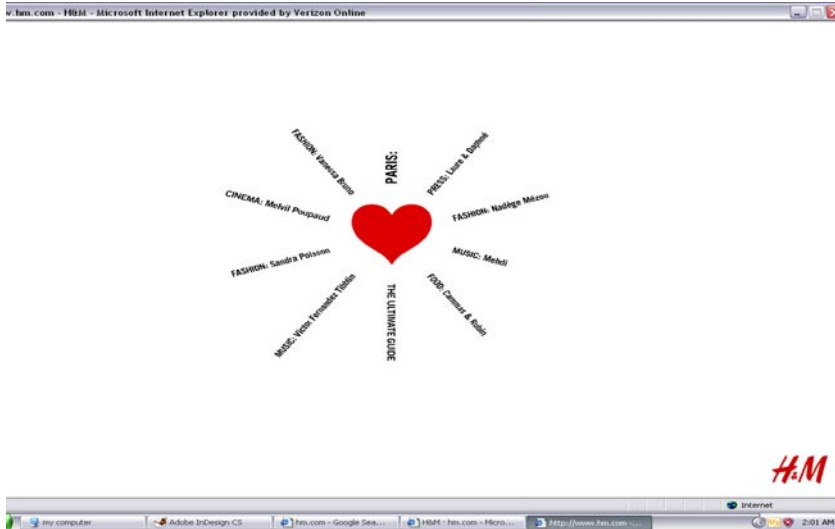


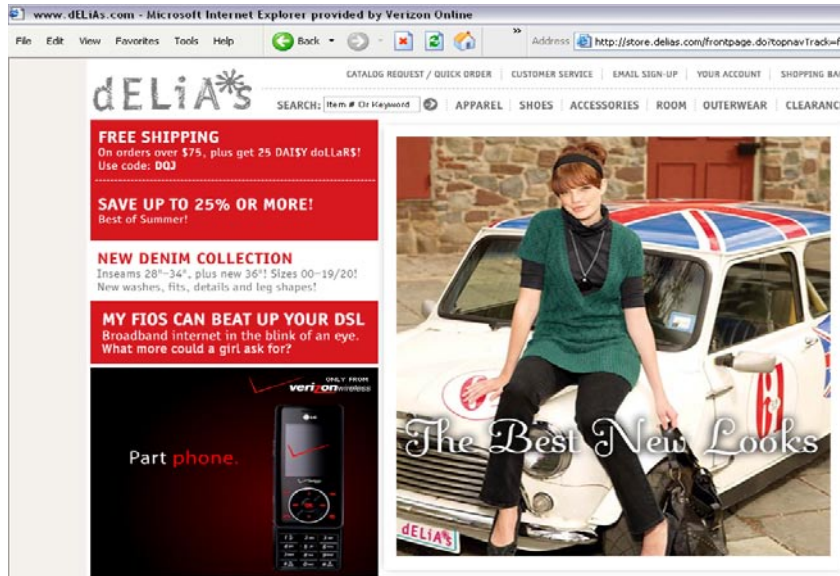
Look & Feel:



★ = worst

★★★★★ = best





CLASSIFICATION: PORTAL SITE

Delias.com has everything that a young woman would want in an online clothing store. Straightforward navigation, pages that load quickly, extremely easy to read text and multiple options for shopping choices help users scan through the site with ease. Delias.com even offers a catalog that can be mailed right to the shoppers door. Informational links for educational resources and youth marketing opportunities are also accessible from the Delias.com site for teenagers to view and research.

EFFECTIVENESS RATING

Overall Experience:



Functionality/Ease of Use:

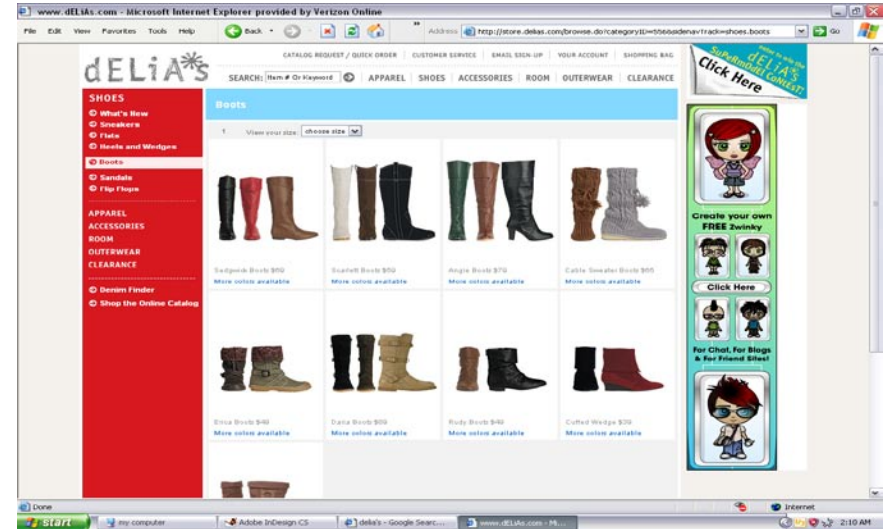


Look & Feel:



★ = worst

★★★★★ = best





CLASSIFICATION: PORTAL SITE

A portal for discount clothing available online, Daisymaze.com satisfies the shopping urges of teens, girls, juniors and misses. The site's navigation is clear and the design is very modest. There is even a font preference to set for users that prefer a different look. Users can also request information on any item and the Daisymaze.com customer service responds within one business day. With a little work on the look of the Daisymaze.com website, this junior apparel store could become one of the top sites on the internet for girls.

EFFECTIVENESS RATING

Overall Experience:

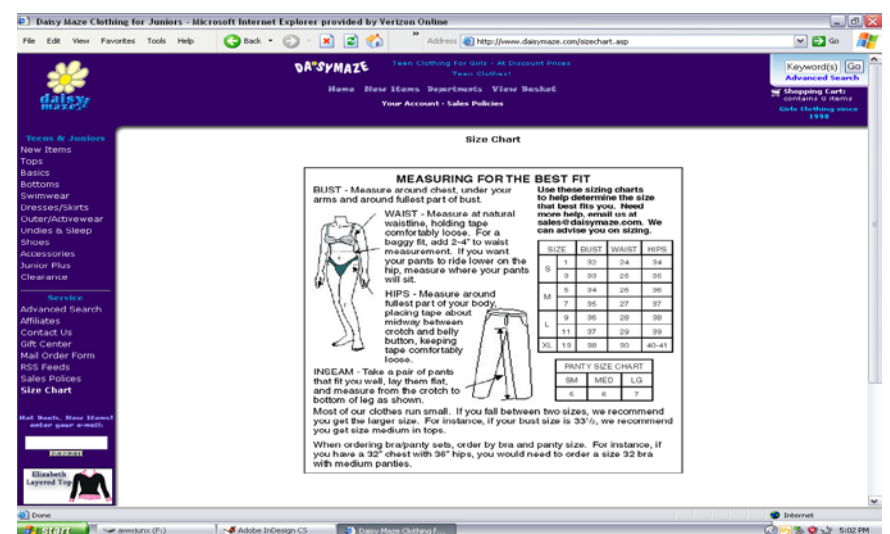
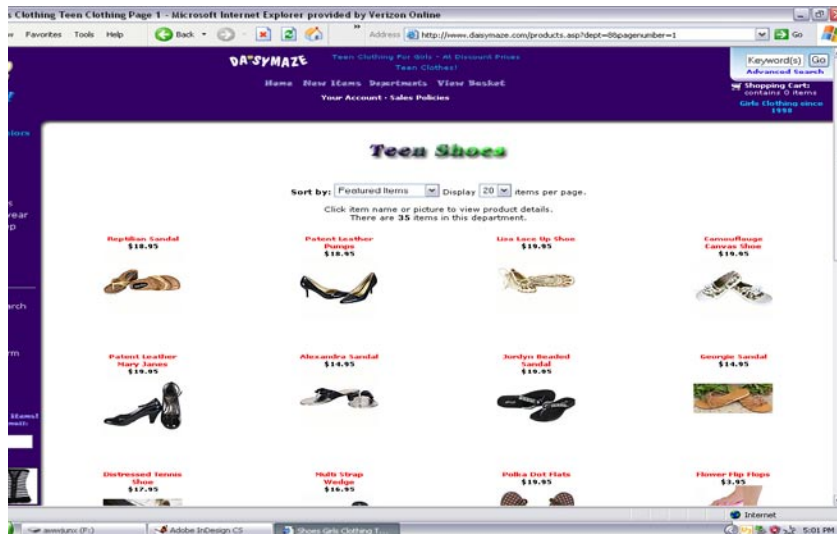
Functionality/Ease of Use:

Look & Feel:



★ = worst

★★★★★ = best



Forever21.com is a promising online retail store that is extremely well-designed and eye catching. Yet after comparing the site with other similar websites, there are some suggestions that if incorporated into the Forever21.com site, a more modern and user-friendly website would result. Just having the basic necessary functions may be acceptable for certain markets such as shopping centers and malls or stores that are accessible offline, but for internet based companies, the need to keep up with technology and competition is crucial. Adding more options and appealing subdivisions to the Forever21.com website would cause it to become one of the top online retailers for teenagers. Instead of listing 20 items per page and having the user browse through every single page, having a "view all" option would be more convenient. Forever21.com should consider upgrading the basic "search" selection to an "advanced search" engine where users can select to search by available color, size or price range and not just by key words. Also, some type of reference listing the importance of items related to the search could help. When an item like, a pair of jeans for instance, is selected for viewing, having a "suggested items" section that recommends related pieces such as a matching top, earrings or shoes, may possibly increase sales. Even though Forever21.com does have an "other great items" section shown once an item is selected, the other items are irrelevant to the piece displayed and do not match so users may just disregard the "other great items" section. One of the basic options that are overlooked for this website is the "right-click" ability for users. The majority of users own a computer mouse with a left and right button. "Right-clicking" allows a potential consumer to choose from various options such as: open into new window, save target, print target, etc. Forever21.com disables this function for some reason and thus if "right-clicking" was enabled; users would have the choice of opening an item into a new window which would be more suitable because another function that this site lacks is a back or "back to shopping" button. The last suggestion for this junior retailer store would be to have the site load much faster. Not only does the splash page take too long to load, but the rest of the site also takes quite some time to display images. Having this problem fixed is imperative for the site's continuation because it is a website that relies on the user being able to view a plethora of images in order to make sales. Having the loading of pages consume too much of a shopper's time when they could be viewing another site that loads quickly can cause business to decline. If these recommendations are taken into consideration by Forever21.com, I believe that the website would flourish more than it already does and it would provide a comfortable shopping experience for its customers.

1 = bad, 2 = poor, 3 = fair, 4 = good, 5 = outstanding

	Forever21.com	Weseal.com	Bpnordstrom.com	Hm.com	Delias.com	Daisymaze.com
<b>HEURISTIC COMPETITIVE ANALYSIS</b>						
<b>HOME PAGE</b>						
-Informative & puts the visitor in context immediately	5	5	4	2	5	4
-Loads in less than 10 seconds	3	5	4	5	5	5
-Does not feature a useless splash page with multimedia	4	4	4	3	4	5
<b>NAVIGATION</b>						
-The global navigation should be consistent	5	5	5	1	5	4
-Large sections should have local navigation	5	5	4	1	5	5
<b>LABELS &amp; LINKS</b>						
-Labels on section headers should be easy to understand	4	5	4	1	5	5
-Links should be easy to distinguish from each other	5	5	2	3	5	5
-Links should not be ambiguous or uninformative ("click here" or "info")	5	4	4	4	4	5
<b>INFORMATION ARCHITECTURE</b>						
-Content organization should be intuitive, easy to understand	5	5	5	3	5	4
-Content should match mission of the organization & the needs of the audience	5	5	5	2	5	5
-There should be a good mix of in-depth material (detailed case studies, articles, & white papers) versus superficial content (press releases, marketing copy)?	3	3	3	1	4	3

1 = bad, 2 = poor, 3 = fair, 4 = good, 5 = outstanding

	Forever21.com	Weseal.com	Bpnordstrom.com	Hm.com	Delias.com	Daisymaze.com
<b>READABILITY</b>						
-Fonts should be easy to read	4	5	5	5	5	3
-Text line lengths should be easy to read (not too long or too short)	5	5	5	5	5	5
-Site should be easy to scan, with chunked information instead of solid blocks of text (visual hierarchy)	5	5	5	4	5	3
<b>SEARCH</b>						
-Search engine should be easy to use	5	5	NA	NA	5	5
-Search engine should have basic & advanced functions	2	5	NA	NA	5	2
-Search results should be organized & easy to understand	3	5	NA	NA	5	5
-Search results should give relevance weightings or provide context	2	5	NA	NA	5	3
-Search results should remind you what you searched for	4	5	NA	NA	3	2
<b>PERFORMANCE</b>						
-Pages should load quickly	3	5	3	2	5	5
-Graphics & applications (multimedia, search) should load quickly	3	5	3	2	5	5
<b>TOTAL SCORE:</b>	87	101	65	44	100	100
<b>AVERAGES</b>	4	5	3	2	5	5

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
0.0	Home	Home Page	Overview of the entire site	Forever21	Constantly updated	<a href="http://www.forever21.com/">http://www.forever21.com/</a>
1.0	Women's	Women's Home Page	Overview of the entire Women's site	Forever21 Women's	Constantly updated	<a href="http://www.forever21.com/default.asp">http://www.forever21.com/default.asp</a>
2.0	Men's	Men's Home Page	Overview of the entire Men's site	Forever21 Men's	Constantly updated	<a href="http://www.forever21.com/mens/default.asp">http://www.forever21.com/mens/default.asp</a>
3.0	Search Engine	Subcategory Home Page	Search by keyword or item #	Search	Solid	<a href="http://www.forever21.com/search.asp">http://www.forever21.com/search.asp</a>
3.1	Advanced Search	Detail	Search for more specific results	Advanced search		<a href="http://www.forever21.com/advancedsearch.asp">http://www.forever21.com/advancedsearch.asp</a>
4.0	Gift Card	Subcategory Home Page	Information about gift card purchase	Gift card, gift certificate	Solid	<a href="http://www.forever21.com/giftcard.asp">http://www.forever21.com/giftcard.asp</a>
5.0	Wish List	Subcategory Home Page	Create & share wish list	Wish list or wanted items	Solid	<a href="http://www.forever21.com/login/wishlist.asp">http://www.forever21.com/login/wishlist.asp</a>
5.1	Log-in For Registered Users	Overview	Sign-in page for account members	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
5.2	Log-in For New Users	Overview	Create an account	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
6.0	My Account	Subcategory Home Page	Manage account & set preferences	Account	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
6.1	Log-in For Registered Users	Overview	Sign-in page for account members	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
6.2	Log-in For New Users	Overview	Create an account	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
7.0	Check Out	Subcategory Home Page	Buy items	Pay, status	Solid	<a href="http://www.forever21.com/basket.asp">http://www.forever21.com/basket.asp</a>
7.1	Shopping Bag	Overview	Overview or items in cart	Basket	Solid	<a href="http://www.forever21.com/basket.asp">http://www.forever21.com/basket.asp</a>

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
7.2	Log-in For Registered Users	Overview	Sign-in page for account members	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
7.3	Log-in For New Users	Overview	Create an account	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
7.4	Billing Address	Detail	Edit addresses	Address	Solid	<a href="http://www.forever21.com/addressbook.asp">http://www.forever21.com/addressbook.asp</a>
7.5	Shipping Method	Detail	Select which shipping	Shipping	Solid	<a href="http://www.forever21.com/pickship.asp">http://www.forever21.com/pickship.asp</a>
7.6	Payment	Detail	Enter credit card information	Pay, check-out	Solid	<a href="https://www.forever21.com/summary.asp">https://www.forever21.com/summary.asp</a>
8.0	Shopping Bag	Subcategory Home Page	Overview or items in cart	Basket, view items	Solid	<a href="http://www.forever21.com/basket.asp">http://www.forever21.com/basket.asp</a>
8.1	Refine Bag	Overview	Edit shopping bag	Refine, edit bag	Solid	<a href="http://www.forever21.com/refinebasket.asp">http://www.forever21.com/refinebasket.asp</a>
8.2	Log-in For Registered Users	Overview	Sign-in page for account members	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
8.3	Log-in For New Users	Overview	Create an account	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
8.4	Billing Address	Detail	Edit addresses	Home address, billing address	Solid	<a href="http://www.forever21.com/addressbook.asp">http://www.forever21.com/addressbook.asp</a>
8.5	Shipping Method	Detail	Select which shipping	Choose shipping	Solid	<a href="http://www.forever21.com/pickship.asp">http://www.forever21.com/pickship.asp</a>
8.6	Payment	Detail	Enter credit card information	Pay, check-out	Solid	<a href="https://www.forever21.com/summary.asp">https://www.forever21.com/summary.asp</a>
9.0	Casual Tops	Subcategory Home Page	Overview of casual tops	Tops	Constantly updated	<a href="http://www.forever21.com/category/casual.asp">http://www.forever21.com/category/casual.asp</a>
10.0	Dressy Tops	Subcategory Home Page	Overview of dressy tops	Tops	Constantly updated	<a href="http://www.forever21.com/category/dressy.asp">http://www.forever21.com/category/dressy.asp</a>

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
11.0	Basics	Subcategory Home Page	Overview of basics	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
12.0	Sweaters	Subcategory Home Page	Overview of sweaters	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
13.0	Outerwear	Subcategory Home Page	Overview of outerwear	Address	Solid	<a href="http://www.forever21.com/addressbook.asp">http://www.forever21.com/addressbook.asp</a>
14.0	Pants	Subcategory Home Page	Overview of pants	Shipping	Solid	<a href="http://www.forever21.com/pickship.asp">http://www.forever21.com/pickship.asp</a>
15.0	Shorts	Subcategory Home Page	Overview of shorts	Pay, check-out	Solid	<a href="https://www.forever21.com/summary.asp">https://www.forever21.com/summary.asp</a>
16.0	Skirts	Subcategory Home Page	Overview of skirts	Basket, view items	Solid	<a href="http://www.forever21.com/basket.asp">http://www.forever21.com/basket.asp</a>
17.0	Dresses	Subcategory Home Page	Overview of dresses	Refine, edit bag	Solid	<a href="http://www.forever21.com/refinebasket.asp">http://www.forever21.com/refinebasket.asp</a>
18.0	Denim	Subcategory Home Page	Overview of denim	Log-in	Solid	<a href="https://www.forever21.com/login/user.asp">https://www.forever21.com/login/user.asp</a>
19.0	Accessories	Subcategory Home Page	Overview of accessory items	New account, create account	Solid	<a href="https://www.forever21.com/login/new.asp">https://www.forever21.com/login/new.asp</a>
19.1	Handbags	Overview	Overview of handbags	Home address, billing address	Solid	<a href="http://www.forever21.com/addressbook.asp">http://www.forever21.com/addressbook.asp</a>
19.2	Belts	Overview	Overview of belts	Choose shipping	Solid	<a href="http://www.forever21.com/pickship.asp">http://www.forever21.com/pickship.asp</a>
19.3	Sunglasses	Overview	Overview of sunglasses	Pay, check-out	Solid	<a href="https://www.forever21.com/summary.asp">https://www.forever21.com/summary.asp</a>
19.4	Hats & Scarves	Overview	Overview of hats & scarves	Tops	Constantly updated	<a href="http://www.forever21.com/category/casual.asp">http://www.forever21.com/category/casual.asp</a>
19.5	Small Hairgoods	Overview	Overview of small hairgoods	Tops	Constantly updated	<a href="http://www.forever21.com/category/dressy.asp">http://www.forever21.com/category/dressy.asp</a>

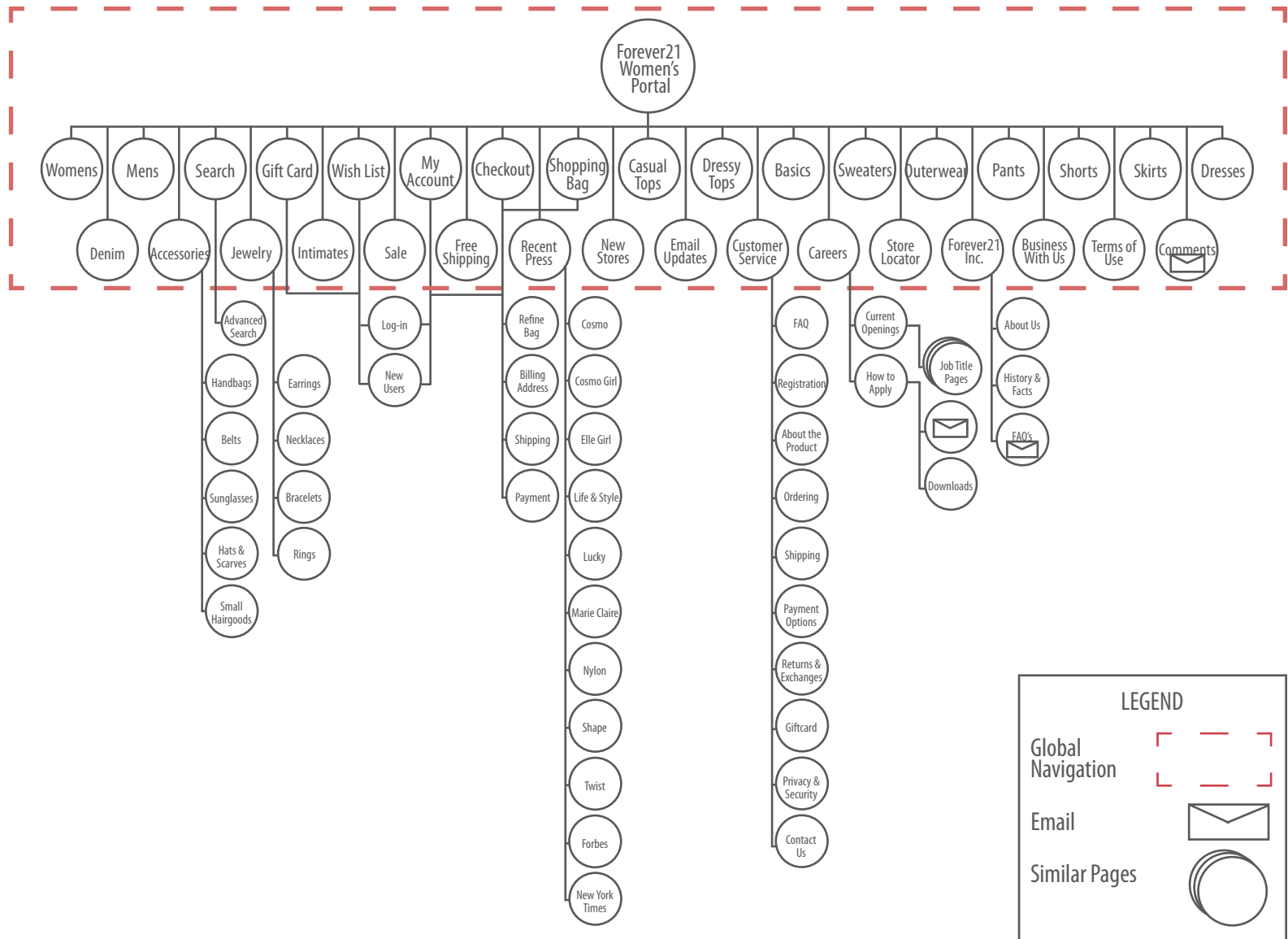
ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
20.0	Jewelry	Subcategory Home Page	Overview of jewelry	Fashion jewelry	Constantly updated	<a href="http://www.forever21.com/category/jewelry.asp">http://www.forever21.com/category/jewelry.asp</a>
20.1	Earrings	Overview	Overview of earrings	Hoop, drop, stud, sets	Constantly updated	<a href="http://www.forever21.com/category/earrings.asp">http://www.forever21.com/category/earrings.asp</a>
20.2	Necklaces	Overview	Overview of necklaces	Beaded, chains	Constantly updated	<a href="http://www.forever21.com/category/necklaces.asp">http://www.forever21.com/category/necklaces.asp</a>
20.3	Bracelets	Overview	Overview of bracelets	Beaded, bangles, sets	Constantly updated	<a href="http://www.forever21.com/category/bracelets.asp">http://www.forever21.com/category/bracelets.asp</a>
20.4	Rings	Overview	Overview of rings	Stone, multistone, plastic	Constantly updated	<a href="http://www.forever21.com/category/rings.asp">http://www.forever21.com/category/rings.asp</a>
21.0	Intimates	Subcategory Home Page	Overview of intimates	Lingerie, underwear	Constantly updated	<a href="http://www.forever21.com/category/intimates.asp">http://www.forever21.com/category/intimates.asp</a>
22.0	Sale	Subcategory Home Page	Overview of sale items	Clearance	Should offer more items	<a href="http://www.forever21.com/category/sale.asp">http://www.forever21.com/category/sale.asp</a>
23.0	Free Shipping	Subcategory Home Page	New window shipping information	Free, promotions	Price could be lower	javascript:launchWindow
24.0	Recent Press	Subcategory Home Page	Up-to-date press releases	Advertisements, featured in	Solid	<a href="http://www.forever21.com/lifestyle/press.asp">http://www.forever21.com/lifestyle/press.asp</a>
24.1	Cosmopolitan	Overview	Press featured in Cosmopolitan	Magazine features	Solid	<a href="http://www.forever21.com/lifestyle/cosmopolitan.asp">http://www.forever21.com/lifestyle/cosmopolitan.asp</a>
24.2	Cosmo Girl	Overview	Press featured in Cosmo Girl	Magazine features	Solid	<a href="http://www.forever21.com/lifestyle/cosmogirl.asp">http://www.forever21.com/lifestyle/cosmogirl.asp</a>
24.3	Elle Girl	Overview	Press featured in Elle Girl	Magazine features	Solid	<a href="http://www.forever21.com/lifestyle/ellegirl.asp">http://www.forever21.com/lifestyle/ellegirl.asp</a>
24.4	Life & Style	Overview	Press featured in Life & Style	Magazine features	Solid	<a href="http://www.forever21.com/lifestyle/lifestyle.asp">http://www.forever21.com/lifestyle/lifestyle.asp</a>
24.5	Lucky	Overview	Press featured in Lucky	Magazine features	Solid	<a href="http://www.forever21.com/lifestyle/lucky.asp">http://www.forever21.com/lifestyle/lucky.asp</a>

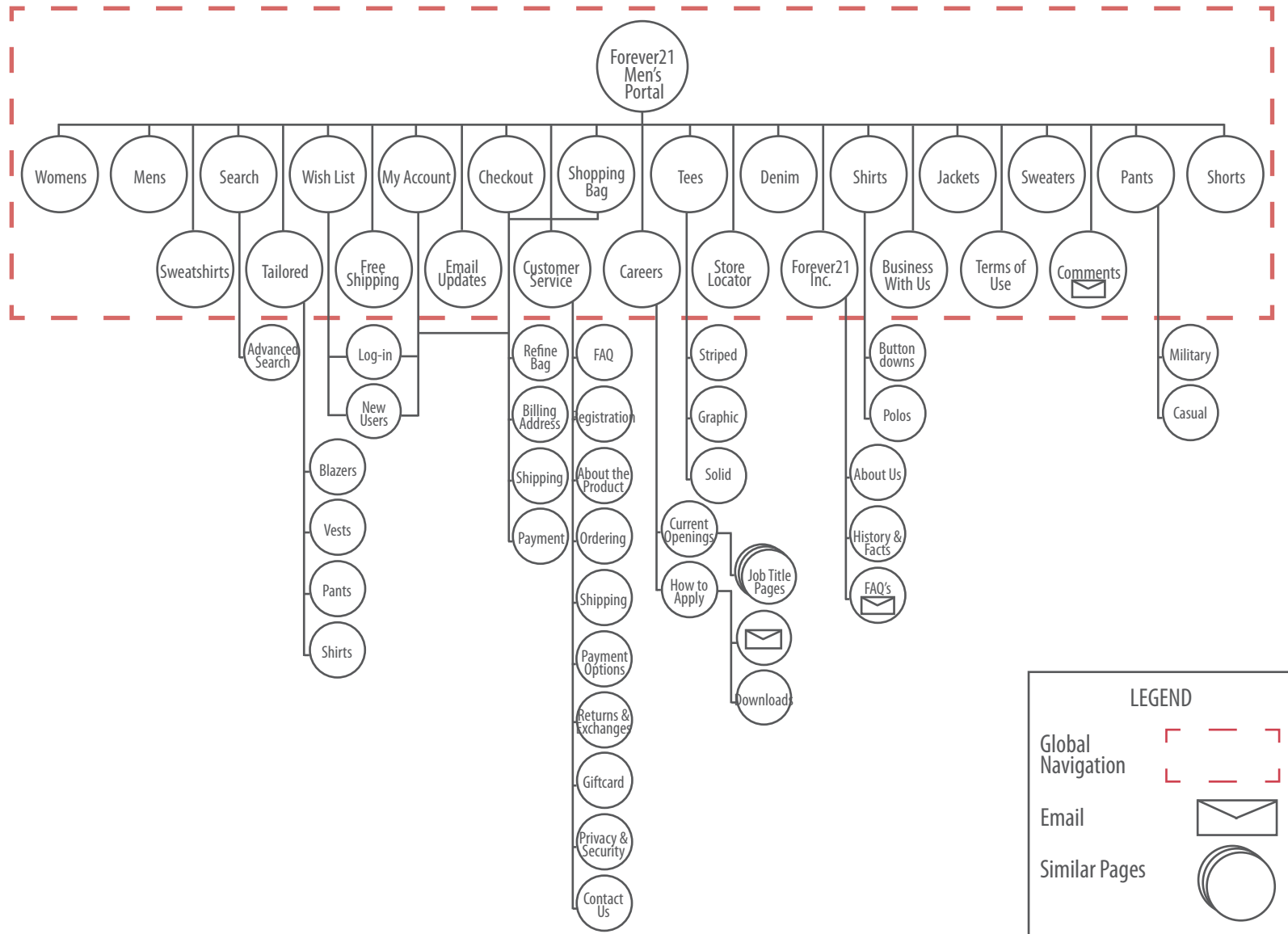
ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT	LOCATION
24.6	Marie Claire	Overview	Press featured in Marie Claire	Magazine features	Solid		<a href="http://www.forever21.com/lifestyle/marieclaire.asp">http://www.forever21.com/lifestyle/marieclaire.asp</a>
24.7	Nylon	Overview	Press featured in Nylon	Magazine features	Solid		<a href="http://www.forever21.com/lifestyle/nylon.asp">http://www.forever21.com/lifestyle/nylon.asp</a>
24.8	Shape	Overview	Press featured in Shape	Magazine features	Solid		<a href="http://www.forever21.com/lifestyle/shape.asp">http://www.forever21.com/lifestyle/shape.asp</a>
24.9	Twist	Overview	Press featured in Twist	Magazine features	Solid		<a href="http://www.forever21.com/lifestyle/twist.asp">http://www.forever21.com/lifestyle/twist.asp</a>
24.10	Forbes	Overview	Press featured in Forbes	Magazine features	Solid		<a href="http://www.forever21.com/lifestyle/forbes.asp">http://www.forever21.com/lifestyle/forbes.asp</a>
24.11	New York Times	Overview	Press featured in New York Times	Newspaper articles	Solid		<a href="http://www.forever21.com/lifestyle/newyorktimes.asp">http://www.forever21.com/lifestyle/newyorktimes.asp</a>
25.0	New Stores	Subcategory Home Page	List of new stores opened nationwide	Openings	Missing some stores	0	<a href="http://www.forever21.com/newstores.asp">http://www.forever21.com/newstores.asp</a>
26.0	Email Updates	Subcategory Home Page	Enter email address for updates	Updates	Solid		<a href="http://www.forever21.com/updates.asp">http://www.forever21.com/updates.asp</a>
27.0	Customer Service	Subcategory Home Page	Overview of customer service links	Help, service	Solid		<a href="http://www.forever21.com/customerservice.asp">http://www.forever21.com/customerservice.asp</a>
27.1	FAQ's	Overview	A list of questions & answers	Questions	Solid		<a href="http://www.forever21.com/customerservice/faq.asp">http://www.forever21.com/customerservice/faq.asp</a>
27.2	Registration	Overview	A list of questions & answers	Register	Solid		<a href="http://www.forever21.com/customerservice/registration.asp">http://www.forever21.com/customerservice/registration.asp</a>
27.3	About the Product	Overview	Product information	Products	Solid		<a href="http://www.forever21.com/customerservice/aboutproduct.asp">http://www.forever21.com/customerservice/aboutproduct.asp</a>
27.4	Ordering	Overview	How-to guide for placing orders	Order	Solid		<a href="http://www.forever21.com/customerservice/order.asp">http://www.forever21.com/customerservice/order.asp</a>
27.5	Shipping	Overview	Options, rates, addresses & tracking information	Shipping options, rates	Solid		<a href="http://www.forever21.com/customerservice/shipping.asp">http://www.forever21.com/customerservice/shipping.asp</a>

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
27.6	Payment Options	Overview	Options & extra information	Payment	Solid	<a href="http://www.forever21.com/customerservice/payment.asp">http://www.forever21.com/customerservice/payment.asp</a>
27.7	Returns & Exchanges	Overview	Policies on returns & exchanges	Returning & exchanging items, policies	Solid	<a href="http://www.forever21.com/customerservice/returns.asp">http://www.forever21.com/customerservice/returns.asp</a>
27.8	Gift Card	Overview	Information about how purchase gift cards	Gift certificates	Solid	<a href="http://www.forever21.com/customerservice/giftcard.asp">http://www.forever21.com/customerservice/giftcard.asp</a>
27.9	Privacy & Security	Overview	Policies on privacy & security	Policies	Solid	<a href="http://www.forever21.com/customerservice/privacypolicy.asp">http://www.forever21.com/customerservice/privacypolicy.asp</a>
27.10	Contact Us	Overview	Telephone numbers & email addresses	Contact	Solid	<a href="http://www.forever21.com/customerservice/contact.asp">http://www.forever21.com/customerservice/contact.asp</a>
28.0	Careers	Subcategory Home Page	Overview of careers available	Jobs	Solid	<a href="http://www.forever21.com/careers.asp">http://www.forever21.com/careers.asp</a>
28.1	Current Openings	Overview	A list of job openings	Jobs	Solid	<a href="http://www.forever21.com/careers/openings.asp">http://www.forever21.com/careers/openings.asp</a>
28.1.1	District Manager	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/dmanager.asp">http://www.forever21.com/careers/dmanager.asp</a>
28.1.2	Store Manager	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/stmanager.asp">http://www.forever21.com/careers/stmanager.asp</a>
28.1.3	Store Co-Manager	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/stcomanager.asp">http://www.forever21.com/careers/stcomanager.asp</a>
28.1.4	Store Assistant Manager	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/stasmanager.asp">http://www.forever21.com/careers/stasmanager.asp</a>
28.1.5	Sales Associate	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/sales.asp">http://www.forever21.com/careers/sales.asp</a>
28.1.6	Distribution Center	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/distribution.asp">http://www.forever21.com/careers/distribution.asp</a>
28.1.7	Visual Merchandising	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/merchandising.asp">http://www.forever21.com/careers/merchandising.asp</a>

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
28.1.8	Information Technology	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/tech.asp">http://www.forever21.com/careers/tech.asp</a>
28.1.9	Construction	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/construction.asp">http://www.forever21.com/careers/construction.asp</a>
28.1.10	Human Resources	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/humanresources.asp">http://www.forever21.com/careers/humanresources.asp</a>
28.1.11	Strategic Planning	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/planning.asp">http://www.forever21.com/careers/planning.asp</a>
28.1.12	Maintenance & Supply	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/maintenance.asp">http://www.forever21.com/careers/maintenance.asp</a>
28.1.13	Corporate Administration	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/admin.asp">http://www.forever21.com/careers/admin.asp</a>
28.1.14	Marketing	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/marketing.asp">http://www.forever21.com/careers/marketing.asp</a>
28.1.15	Operations	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/operations.asp">http://www.forever21.com/careers/operations.asp</a>
28.1.16	Accounting	Detail	Job position description	Jobs	Solid	<a href="http://www.forever21.com/careers/accounting.asp">http://www.forever21.com/careers/accounting.asp</a>
28.1.17	International Buying	Detail	Job position description	Jobs, apply	Solid	<a href="http://www.forever21.com/careers/buying.asp">http://www.forever21.com/careers/buying.asp</a>
28.2	How to Apply	Overview	Options for applying for a job	Apply	Solid	<a href="https://www.forever21.com/howto.asp">https://www.forever21.com/howto.asp</a>
28.2.1	Send Resume	Detail	Email resume	Resume	Solid	<a href="https://www.forever21.com/sendresume.asp">https://www.forever21.com/sendresume.asp</a>
28.2.2	Application Downloads	Detail	Downloads applications in desired format	Downloads	Solid	<a href="https://www.forever21.com/download.asp">https://www.forever21.com/download.asp</a>
29.0	Store Locator	Subcategory Home Page	Locate a store	Locate, find	Solid	<a href="http://www.forever21.com/store/storelocator.asp">http://www.forever21.com/store/storelocator.asp</a>

ID	NAME	TYPE	CONTENT	TOPICS	NOTES	ROT LOCATION
29.1	Search	Detail	Find by zip code or city & state	Locate, find, my area	Solid	<a href="http://www.forever21.com/store/storelocator/search.asp">http://www.forever21.com/store/storelocator/search.asp</a>
30.0	Forever 21 Inc.	Subcategory Home Page	Overview of the company	Company information	Solid	<a href="http://www.forever21.com/forever21inc.asp">http://www.forever21.com/forever21inc.asp</a>
30.1	About Us	Overview	Information about Forever 21 Inc.	Company information	Solid	<a href="http://www.forever21.com/forever/about.asp">http://www.forever21.com/forever/about.asp</a>
30.2	History & Facts	Overview	Brief overview of the company from past to present	Company information	Solid	<a href="http://www.forever21.com/forever/history.asp">http://www.forever21.com/forever/history.asp</a>
30.3	FAQ's	Overview	A list of questions & answers	Company information	Solid	<a href="http://www.forever21.com/forever/faq.asp">http://www.forever21.com/forever/faq.asp</a>
31.0	Business With Us	Subcategory Home Page	Develop a business relationship	Business, partners	Solid	<a href="http://www.forever21.com/forever/business.asp">http://www.forever21.com/forever/business.asp</a>
32.0	Terms Of Use	Subcategory Home Page	Basic terms of use & purchase	Restrictions	Solid	<a href="http://www.forever21.com/forever/terms.asp">http://www.forever21.com/forever/terms.asp</a>
33.0	Comments & Suggestions	Subcategory Home Page	Send an email	Email	Solid	<a href="mailto:online@forever21.com">mailto:online@forever21.com</a>

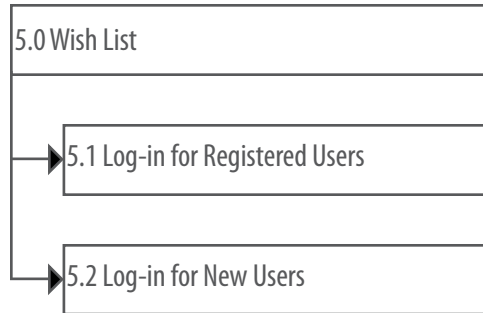


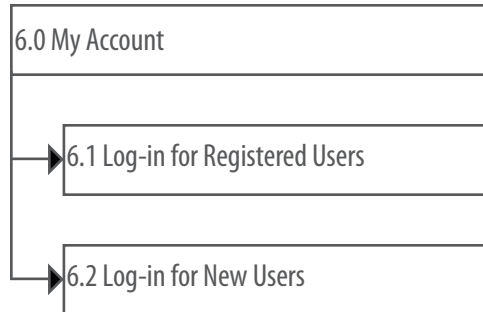


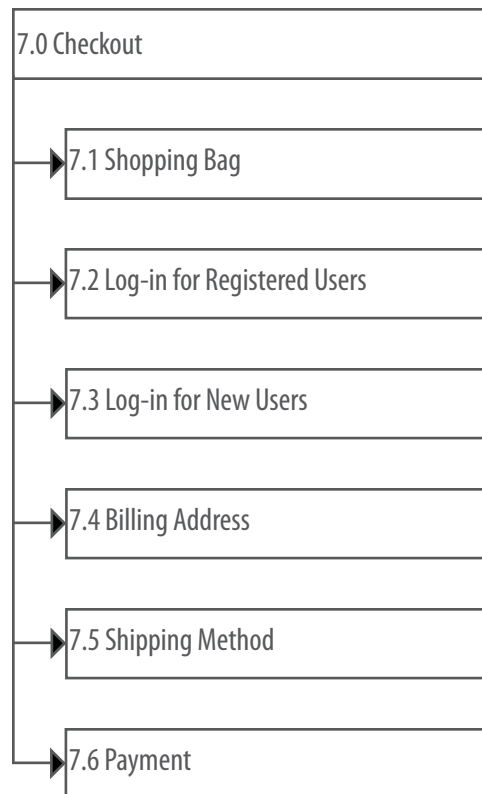


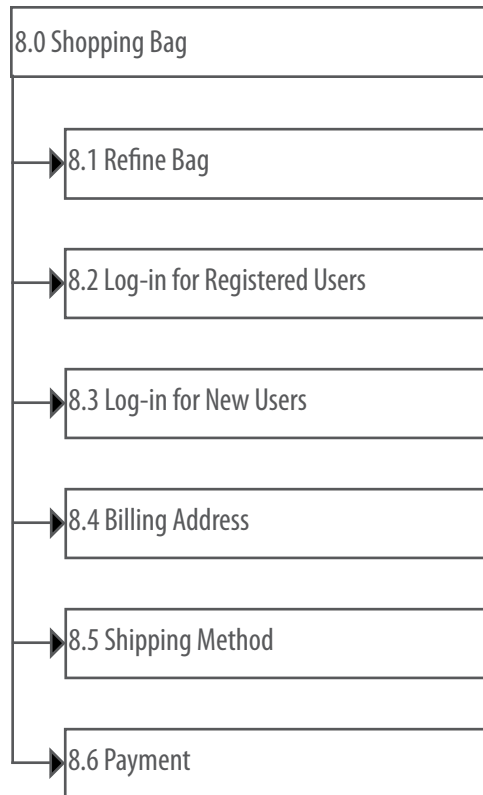
3.0 Search Engine

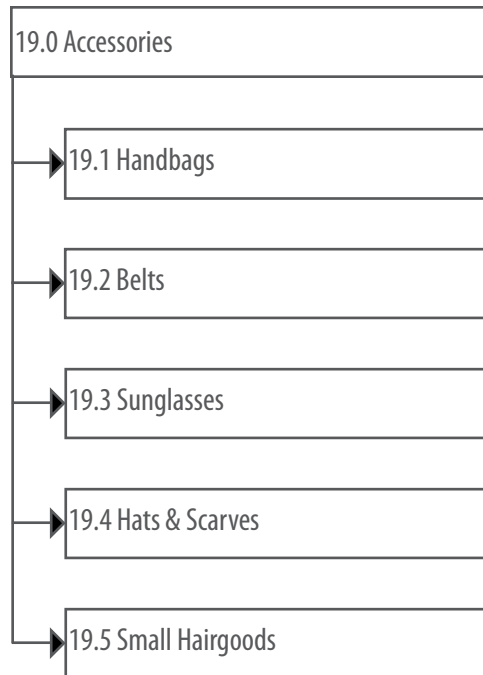
3.1 Advanced Search

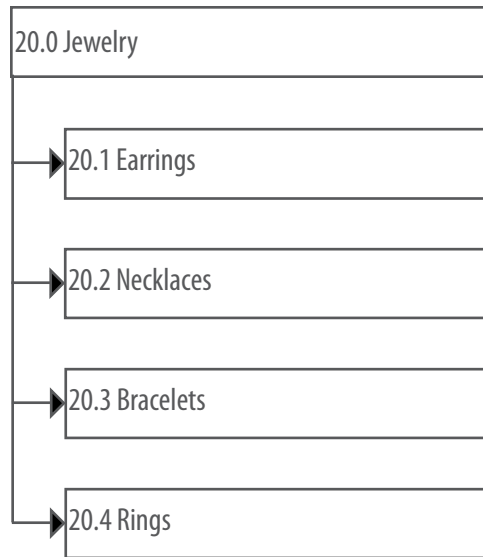


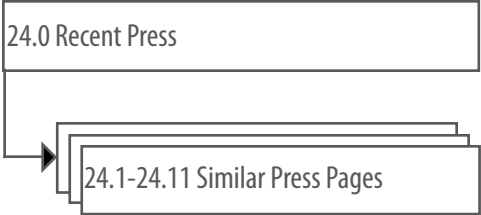


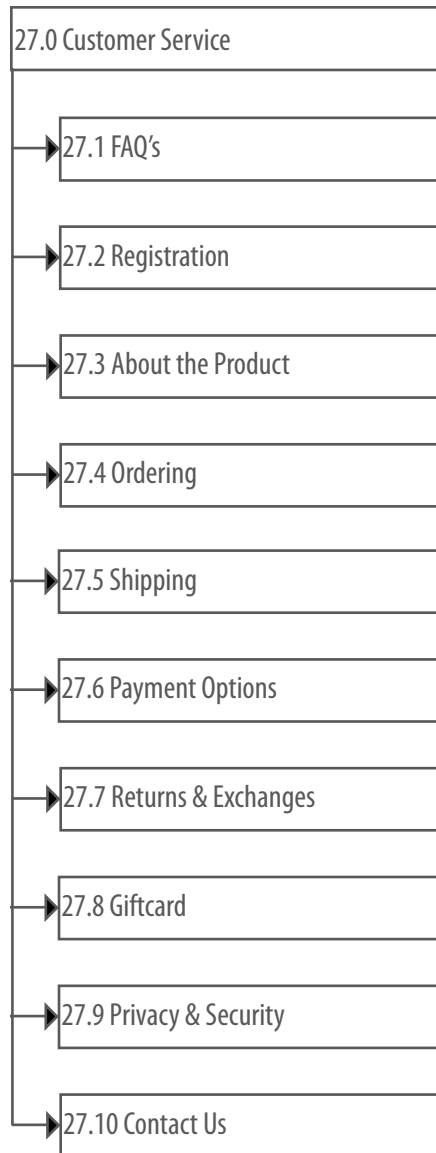


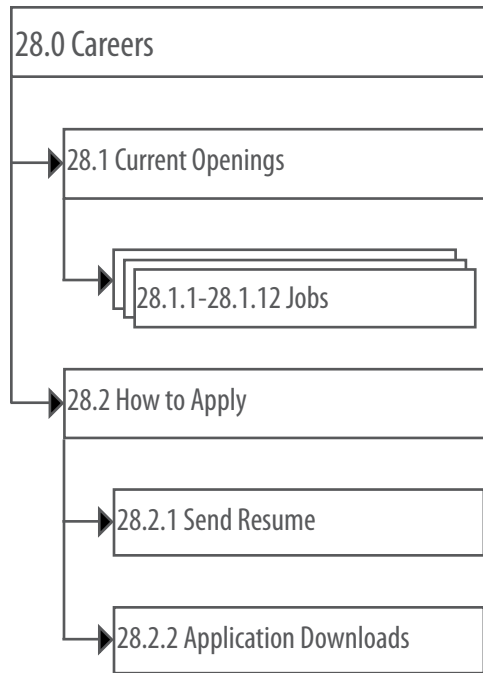






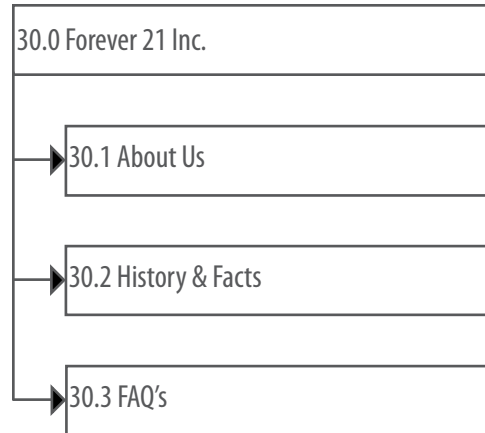






29.0 Store Locator

▶ 29.1 Search



## 0.0 HOME - WOMENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Forever21

URL: <http://www.forever21.com/>

NAVIGATION LABEL: Homepage

## 1.0 WOMENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Women

URL: <http://www.forever21.com/default.asp>

NAVIGATION LABEL: Women

## 2.0 MENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Men

URL: <http://www.forever21.com/mens/default.asp>

NAVIGATION LABEL: Men

## 3.0 SEARCH ENGINE

&lt;TITLE&gt; Forever21.com – Search

&lt;H1&gt; Search

URL: <http://www.forever21.com/search.asp>

NAVIGATION LABEL: Search

## 3.1 ADVANCED SEARCH ENGINE

&lt;TITLE&gt; Forever21.com – Advanced Search

&lt;H1&gt; Advanced Search

URL: <http://www.forever21.com/advancedsearch>

NAVIGATION LABEL: Advanced Search

## 4.0 GIFT CARD

&lt;TITLE&gt; Forever21.com – Gift List

&lt;H1&gt; Gift Card

URL: <http://www.forever21.com/giftcard.asp>

NAVIGATION LABEL: Gift Card

## 5.0 WISH LIST

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Wish List

URL: <http://www.forever21.com/login/wishlist.asp>

NAVIGATION LABEL: Wish List

## 5.1 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <https://www.forever21.com/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 5.2 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <https://www.forever21.com/login/new.asp>

NAVIGATION LABEL: New users

## 6.0 MY ACCOUNT

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; My Account

URL: <https://www.forever21.com/login/user.asp>

NAVIGATION LABEL: My Account

## 6.1 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <https://www.forever21.com/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 6.2 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <https://www.forever21.com/login/new.asp>

NAVIGATION LABEL: New users

## 7.0 CHECK OUT

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Check Out

URL: <http://www.forever21.com/basket.asp>

NAVIGATION LABEL: Check Out

## 7.1 SHOPPING BAG

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Shopping Bag

URL: <http://www.forever21.com/basket.asp>

NAVIGATION LABEL: Refine Shopping Bag

## 7.2 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <https://www.forever21.com/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 7.3 NEW USERS

<TITLE> Forever21.com

<H1> New users

URL: <https://www.forever21.com/login/new.asp>

NAVIGATION LABEL: New users

## 7.4 BILLING ADDRESS

<TITLE> Billing Address

<H1> Address

URL: <http://www.forever21.com/addressbook.asp>

NAVIGATION LABEL: Billing Address

## 7.5 SHIPPING METHOD

<TITLE> Shipping Method

<H1> Shipping Method

URL: <http://www.forever21.com/pickship.asp>

NAVIGATION LABEL: Shipping Method

## 7.6 PAYMENT

<TITLE> Checkout

<H1> Checkout

URL: <https://www.forever21.com/summary.asp>

NAVIGATION LABEL: Checkout

## 8.0 SHOPPING BAG

<TITLE> Forever21.com – Basket

<H1> Shopping Bag

URL: <http://www.forever21.com/basket.asp>

NAVIGATION LABEL: Shopping Bag

## 8.1 SHOPPING BAG

<TITLE> Forever21.com – Basket

<H1> Shopping Bag

URL: <http://www.forever21.com/refinebasket.asp>

NAVIGATION LABEL: Refine Shopping Bag

## 8.2 LOG-IN FOR REGISTERED USERS

<TITLE> Forever21.com

<H1> Log-in for registered users

URL: <https://www.forever21.com/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 8.3 NEW USERS

<TITLE> Forever21.com

<H1> New users

URL: <https://www.forever21.com/login/new.asp>

NAVIGATION LABEL: New users

## 8.4 BILLING ADDRESS

<TITLE> Billing Address

<H1> Address

URL: <http://www.forever21.com/addressbook.asp>

NAVIGATION LABEL: Billing Address

## 8.5 SHIPPING METHOD

<TITLE> Shipping Method

<H1> Shipping Method

URL: <http://www.forever21.com/pickship.asp>

NAVIGATION LABEL: Shipping Method

## 8.6 PAYMENT

<TITLE> Checkout

<H1> Checkout

URL: <https://www.forever21.com/summary.asp>

NAVIGATION LABEL: Checkout

## 9.0 CASUAL TOPS

<TITLE> Forever21.com – Category

<H1> Casual Tops

URL: <http://www.forever21.com/category/casual.asp>

NAVIGATION LABEL: Casual Tops

## 10.0 DRESSY TOPS

<TITLE> Forever21.com – Category

<H1> Dressy Tops

URL: <http://www.forever21.com/category/dressy.asp>

NAVIGATION LABEL: Dressy Tops

## 11.0 BASICS

<TITLE> Forever21.com – Category

<H1> Basics

URL: <http://www.forever21.com/category/basics.asp>

NAVIGATION LABEL: Basics

## 12.0 SWEATERS

<TITLE> Forever21.com – Category

<H1> Sweaters

URL: <http://www.forever21.com/category/sweaters.asp>

NAVIGATION LABEL: Sweaters

## 13.0 OUTERWEAR

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Outerwear

URL: <http://www.forever21.com/category/outerwear.asp>

NAVIGATION LABEL: Outerwear

## 14.0 PANTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Pants

URL: <http://www.forever21.com/category/pants.asp>

NAVIGATION LABEL: Pants

## 15.0 SHORTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Shorts

URL: <http://www.forever21.com/category/shorts.asp>

NAVIGATION LABEL: Shorts

## 16.0 SKIRTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Skirts

URL: <http://www.forever21.com/category/skirts.asp>

NAVIGATION LABEL: Skirts

## 17.0 DRESSES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Dresses

URL: <http://www.forever21.com/category/dresses.asp>

NAVIGATION LABEL: Dresses

## 18.0 DENIM

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Denim

URL: <http://www.forever21.com/category/denim.asp>

NAVIGATION LABEL: Denim

## 19.0 ACCESSORIES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Accessories

URL: <http://www.forever21.com/category/accessories.asp>

NAVIGATION LABEL: Accessories

## 19.1 HANDBAGS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Handbags

URL: <http://www.forever21.com/category/bags.asp>

NAVIGATION LABEL: Handbags

## 19.2 BELTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Belts

URL: <http://www.forever21.com/category/belts.asp>

NAVIGATION LABEL: Belts

## 19.3 SUNGLASSES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Sunglasses

URL: <http://www.forever21.com/category/sunglasses.asp>

NAVIGATION LABEL: Sunglasses

## 19.4 HAT &amp; SCARVES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Hat &amp; Scarves

URL: <http://www.forever21.com/category/hats.asp>

NAVIGATION LABEL: Hat &amp; Scarves

## 19.5 SMALL HAIRGOODS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Small Hairgoods

URL: <http://www.forever21.com/category/hair.asp>

NAVIGATION LABEL: Small Hairgoods

## 20.0 JEWELRY

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Jewelry

URL: <http://www.forever21.com/category/jewelry.asp>

NAVIGATION LABEL: Jewelry

## 20.1 EARRINGS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Earrings

URL: <http://www.forever21.com/category/earrings.asp>

NAVIGATION LABEL: Earrings

## 20.2 NECKLACES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Necklaces

URL: <http://www.forever21.com/category/necklaces.asp>

NAVIGATION LABEL: Necklaces

## 20.3 BRACELETS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Bracelets

URL: <http://www.forever21.com/category/bracelets.asp>

NAVIGATION LABEL: Bracelets

## 20.4 RINGS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Rings

URL: <http://www.forever21.com/category/rings.asp>

NAVIGATION LABEL: Rings

## 21.0 INTIMATES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Intimates

URL: <http://www.forever21.com/category/intimates.asp>

NAVIGATION LABEL: Intimates

## 22.0 SALE

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Sale

URL: <http://www.forever21.com/category/sale.asp>

NAVIGATION LABEL: Sale

## 23.0 FREE SHIPPING

&lt;TITLE&gt; Forever21.com – Free Shipping

&lt;H1&gt; Free Shipping

URL: [javascript:launchWindow\(\)](javascript:launchWindow())

NAVIGATION LABEL: Free Shipping on Orders Over \$75

## 24.0 RECENT PRESS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Recent Press

URL: <http://www.forever21.com/press.asp>

NAVIGATION LABEL: Recent Press

## 24.1 COSMOPOLITAN

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Cosmopolitan

URL: <http://www.forever21.com/cosmopolitan.asp>

NAVIGATION LABEL: Cosmopolitan

## 24.2 COSMO GIRL

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Cosmo Girl

URL: <http://www.forever21.com/cosmogirl.asp>

NAVIGATION LABEL: Cosmo Girl

## 24.3 ELLE GIRL

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Elle Girl

URL: <http://www.forever21.com/ellegirl.asp>

NAVIGATION LABEL: Elle Girl

## 24.4 LIFE &amp; STYLE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Life &amp; Style

URL: <http://www.forever21.com/lifestyle.asp>

NAVIGATION LABEL: Life &amp; Style

## 24.5 LUCKY

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Lucky

URL: <http://www.forever21.com/lucky.asp>

NAVIGATION LABEL: Lucky

## 24.6 MARIE CLAIRE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Marie Claire

URL: <http://www.forever21.com/marieclaire.asp>

NAVIGATION LABEL: Marie Claire

## 24.7 NYLON

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Nylon

URL: <http://www.forever21.com/nylon.asp>

NAVIGATION LABEL: Nylon

## 24.8 SHAPE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Shape

URL: <http://www.forever21.com/shape.asp>

NAVIGATION LABEL: Shape

## 24.9 TWIST

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Twist

URL: <http://www.forever21.com/twist.asp>

NAVIGATION LABEL: Twist

## 24.10 FORBES

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Forbes

URL: <http://www.forever21.com/forbes.asp>

NAVIGATION LABEL: Forbes

## 24.11 NEW YORK TIMES

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; NY Times

URL: <http://www.forever21.com/newyorktimes.asp>

NAVIGATION LABEL: NY Times

## 25.0 NEW STORES

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New Stores

URL: <http://www.forever21.com/newstores.asp>

NAVIGATION LABEL: New Stores

## 26.0 EMAIL UPDATES

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Email Updates

URL: <http://www.forever21.com/updates.asp>

NAVIGATION LABEL: Email Updates

## 27.0 CUSTOMER SERVICE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Customer Service

URL: <http://www.forever21.com/customerservice.asp>

NAVIGATION LABEL: Customer Service

## 27.1 FAQ

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; FAQ

URL: <https://www.forever21.com/cs/faq.asp>

NAVIGATION LABEL: FAQ

## 27.2 REGISTRATION

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Registration

URL: <https://www.forever21.com/cs/registration.asp>

NAVIGATION LABEL: Registration

## 27.3 ABOUT THE PRODUCT

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; About the Product

URL: <https://www.forever21.com/cs/aboutproduct.asp>

NAVIGATION LABEL: About the Product

## 27.4 ORDERING

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Ordering

URL: <https://www.forever21.com/cs/ordering.asp>

NAVIGATION LABEL: Ordering

## 27.5 SHIPPING

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Shipping

URL: <https://www.forever21.com/cs/shipping.asp>

NAVIGATION LABEL: Shipping

## 27.6 PAYMENT OPTIONS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Payment Options

URL: <https://www.forever21.com/cs/payment.asp>

NAVIGATION LABEL: Payment Options

## 27.7 RETURNS &amp; EXCHANGES

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Returns &amp; Exchanges

URL: <https://www.forever21.com/cs/returns.asp>

NAVIGATION LABEL: Returns &amp; Exchanges

## 27.8 GIFTCARD

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Giftcard

URL: <https://www.forever21.com/cs/giftcard.asp>

NAVIGATION LABEL: Giftcard

## 27.9 PRIVACY &amp; SECURITY

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Privacy &amp; Security

URL: <https://www.forever21.com/cs/privacypolicy.asp>

NAVIGATION LABEL: Privacy &amp; Security

## 27.10 CONTACT US

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Contact Us

URL: <https://www.forever21.com/cs/contact.asp>

NAVIGATION LABEL: Contact Us

## 28.0 CAREERS

&lt;TITLE&gt; Careers

&lt;H1&gt; Careers

URL: <http://www.forever21.com/careers/careers.asp>

NAVIGATION LABEL: Careers

## 28.1 CURRENT OPENINGS

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Current Openings

URL: <https://www.forever21.com/openings.asp>

NAVIGATION LABEL: Current Openings

## 28.1.1 DISTRICT MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; District Manager

URL: <http://www.forever21.com/dmanager.asp>

NAVIGATION LABEL: District Manager

## 28.1.2 STORE MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Manager

URL: <http://www.forever21.com/stmanager.asp>

NAVIGATION LABEL: Store Manager

## 28.1.3 STORE CO-MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Co-Manager

URL: <http://www.forever21.com/stcomanager.asp>

NAVIGATION LABEL: Store Co-Manager

## 28.1.4 STORE ASSISTANT MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Assistant Manager

URL: <http://www.forever21.com/stasmanager.asp>

NAVIGATION LABEL: Store Assistant Manager

## 28.1.5 SALES ASSOCIATE

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Sales Associate

URL: <http://www.forever21.com/sales.asp>

NAVIGATION LABEL: Sales Associate

## 28.1.6 DISTRIBUTION CENTER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Distribution Center

URL: <http://www.forever21.com/distribution.asp>

NAVIGATION LABEL: Distribution Center

## 28.1.7 VISUAL MERCHANDISING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Visual Merchandising

URL: <http://www.forever21.com/merchandising.asp>

NAVIGATION LABEL: Visual Merchandising

## 28.1.8 INFORMATION TECHNOLOGY

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Information Technology

URL: <http://www.forever21.com/tech.asp>

NAVIGATION LABEL: Information Technology

## 28.1.9 CONSTRUCTION

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Construction

URL: <http://www.forever21.com/construction.asp>

NAVIGATION LABEL: Construction

## 28.1.10 HUMAN RESOURCES

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Human Resources

URL: <http://www.forever21.com/hr.asp>

NAVIGATION LABEL: Human Resources

## 28.1.11 STRATEGIC PLANNING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Strategic Planning

URL: <http://www.forever21.com/planning.asp>

NAVIGATION LABEL: Strategic Planning

## 28.1.12 MAINTENANCE &amp; SUPPLY

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Maintenance &amp; Supply

URL: <http://www.forever21.com/maintenance.asp>

NAVIGATION LABEL: Maintenance &amp; Supply

## 28.1.13 CORPORATE ADMINISTRATION

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Corporate Administration

URL: <http://www.forever21.com/admin.asp>

NAVIGATION LABEL: Corporate Administration

## 28.1.14 MARKETING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Marketing

URL: <http://www.forever21.com/marketing.asp>

NAVIGATION LABEL: Marketing

## 28.1.15 OPERATIONS

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Operations

URL: <http://www.forever21.com/operations.asp>

NAVIGATION LABEL: Operations

## 28.1.16 ACCOUNTING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Accounting

URL: <http://www.forever21.com/accounting.asp>

NAVIGATION LABEL: Accounting

## 28.1.17 INTERNATIONAL BUYING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; International Buying

URL: <http://www.forever21.com/buying.asp>

NAVIGATION LABEL: International Buying

## 28.2 HOW TO APPLY

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Rings

URL: <https://www.forever21.com/howto.asp>

NAVIGATION LABEL: Rings

## 28.2.1 SEND RESUME

&lt;TITLE&gt; Careers

&lt;H1&gt; You Can Send Your Resume

URL: <https://www.forever21.com/sendresume.asp>

NAVIGATION LABEL: Email

## 28.2.2 STORE POSITIONS

&lt;TITLE&gt; Careers

&lt;H1&gt; Download or Print Application

URL: <https://www.forever21.com/download.asp>

NAVIGATION LABEL: Download .PDF or .ZIP

## 29.0 STORE LOCATOR

&lt;TITLE&gt; Forever21 – Category

&lt;H1&gt; Store Locator

URL: <http://www.forever21.com/storelocator.asp>

NAVIGATION LABEL: Store Locator

## 29.1 SEARCH

&lt;TITLE&gt; Forever21.com – Store Search

&lt;H1&gt; Store Locator

URL: <http://www.forever21.com/storelocator/search.asp>

NAVIGATION LABEL: Store Locator

## 30.0 FOREVER21 INC.

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Forever21 Inc.

URL: <http://www.forever21.com/forever21inc.asp>

NAVIGATION LABEL: Forever21 Inc.

## 30.1 ABOUT US

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; About Us

URL: <http://www.forever21.com/forever/about.asp>

NAVIGATION LABEL: About Us

## 30.2 HISTORY &amp; FACTS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; History &amp; Facts

URL: <http://www.forever21.com/forever/history.asp>

NAVIGATION LABEL: History &amp; Facts

## 30.3 FAQ'S

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; FAQ'S

URL: <http://www.forever21.com/forever/faq.asp>

NAVIGATION LABEL: FAQ'S

## 31.0 BUSINESS WITH US

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Business With Us

URL: <http://www.forever21.com/forever/business.asp>

NAVIGATION LABEL: Business With Us

## 32.0 TERMS OF USE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Terms of Use

URL: <http://www.forever21.com/forever/terms.asp>

NAVIGATION LABEL: Terms of Use

33.0 COMMENTS & SUGGESTIONS

<TITLE> Comments & Suggestions

<H1> Comments & Suggestions

URL: <mailto:online@forever21.com>

NAVIGATION LABEL: Comments & Suggestions

## 0.0 HOME - MENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Forever21

URL: <https://www.forever21.com/mens/default.asp>

NAVIGATION LABEL: Homepage

## 1.0 WOMENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Women

URL: <http://www.forever21.com/default.asp>

NAVIGATION LABEL: Women

## 2.0 MENS

&lt;TITLE&gt; Forever21.com – Home

&lt;H1&gt; Men

URL: <http://www.forever21.com/mens/default.asp>

NAVIGATION LABEL: Men

## 3.0 SEARCH ENGINE

&lt;TITLE&gt; Forever21.com – Search

&lt;H1&gt; Search

URL: <https://www.forever21.com/mens/search.asp>

NAVIGATION LABEL: Search

## 3.1 ADVANCED SEARCH ENGINE

&lt;TITLE&gt; Forever21.com – Advanced Search

&lt;H1&gt; Advanced Search

URL: <http://www.forever21.com/mens/advancedsearch>

NAVIGATION LABEL: Advanced Search

## 4.0 WISH LIST

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Wish List

URL: <https://www.forever21.com/mens/login/wishlist.asp>

NAVIGATION LABEL: Wish List

## 4.1 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <http://www.forever21.com/mens/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 4.2 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <http://www.forever21.com/mens/login/new.asp>

NAVIGATION LABEL: New users

## 5.0 MY ACCOUNT

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; My Account

URL: <https://www.forever21.com/mens/login/user.asp>

NAVIGATION LABEL: My Account

## 5.1 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <http://www.forever21.com/mens/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 5.2 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <http://www.forever21.com/mens/login/new.asp>

NAVIGATION LABEL: New users

## 6.0 CHECKOUT

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Check Out

URL: <https://www.forever21.com/mens/basket.asp>

NAVIGATION LABEL: Check Out

## 6.1 SHOPPING BAG

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Shopping Bag

URL: <http://www.forever21.com/mens/Basket.asp>

NAVIGATION LABEL: Refine Shopping Bag

## 6.2 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <https://www.forever21.com/mens/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 6.3 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <https://www.forever21.com/mens/login/new.asp>

NAVIGATION LABEL: New users

## 6.4 BILLING ADDRESS

&lt;TITLE&gt; Billing Address

&lt;H1&gt; Address

URL: <http://www.forever21.com/mens/addressbook.asp>

NAVIGATION LABEL: Billing Address

## 6.5 SHIPPING METHOD

&lt;TITLE&gt; Shipping Method

&lt;H1&gt; Shipping Method

URL: <http://www.forever21.com/mens/pickship.asp>

NAVIGATION LABEL: Shipping Method

## 6.6 PAYMENT

&lt;TITLE&gt; Checkout

&lt;H1&gt; Checkout

URL: <https://www.forever21.com/mens/summary.asp>

NAVIGATION LABEL: Checkout

## 7.0 SHOPPING BAG

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Shopping Bag

URL: <https://www.forever21.com/mens/basket.asp>

NAVIGATION LABEL: Shopping Bag

## 7.1 SHOPPING BAG

&lt;TITLE&gt; Forever21.com – Basket

&lt;H1&gt; Shopping Bag

URL: <http://www.forever21.com/mens/refinebasket.asp>

NAVIGATION LABEL: Refine Shopping Bag

## 7.2 LOG-IN FOR REGISTERED USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Log-in for registered users

URL: <https://www.forever21.com/mens/login/user.asp>

NAVIGATION LABEL: Log-in for registered users

## 7.3 NEW USERS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; New users

URL: <https://www.forever21.com/mens/login/new.asp>

NAVIGATION LABEL: New users

## 7.4 BILLING ADDRESS

&lt;TITLE&gt; Billing Address

&lt;H1&gt; Address

URL: <http://www.forever21.com/mens/addressbook.asp>

NAVIGATION LABEL: Billing Address

## 7.5 SHIPPING METHOD

&lt;TITLE&gt; Shipping Method

&lt;H1&gt; Shipping Method

URL: <http://www.forever21.com/mens/pickship.asp>

NAVIGATION LABEL: Shipping Method

## 7.6 PAYMENT

&lt;TITLE&gt; Checkout

&lt;H1&gt; Checkout

URL: <https://www.forever21.com/mens/summary.asp>

NAVIGATION LABEL: Checkout

## 8.0 TEES

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tees

URL: <https://www.forever21.com/mens/tees.asp>

NAVIGATION LABEL: Tees

## 8.1 STRIPED

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Striped Tees

URL: <http://www.forever21.com/mens/striped.asp>

NAVIGATION LABEL: Striped

## 8.2 GRAPHICS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Graphic Tees

URL: <http://www.forever21.com/mens/graphics.asp>

NAVIGATION LABEL: Graphic

## 8.3 SOLID

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Solid Tees

URL: <http://www.forever21.com/mens/solid.asp>

NAVIGATION LABEL: Solid

## 9.0 DENIM

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Denim

URL: <https://www.forever21.com/mens/denim.asp>

NAVIGATION LABEL: Denim

## 10.0 SHIRTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Shirts

URL: <https://www.forever21.com/mens/shirts.asp>

NAVIGATION LABEL: Shirts

## 10.1 BUTTONDOWNS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Buttondowns Shirts

URL: <http://www.forever21.com/mens/buttondowns.asp>

NAVIGATION LABEL: Buttondowns

## 10.2 POLOS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Polos Shirts

URL: <http://www.forever21.com/mens/polos.asp>

NAVIGATION LABEL: New users

## 11.0 JACKETS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Jackets

URL: <https://www.forever21.com/mens/jackets.asp>

NAVIGATION LABEL: Jackets

## 12.0 SWEATERS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Sweaters

URL: <https://www.forever21.com/mens/sweaters.asp>

NAVIGATION LABEL: Sweaters

## 13.0 PANTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Pants

URL: <https://www.forever21.com/mens/pants.asp>

NAVIGATION LABEL: Pants

## 13.1 MILITARY

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Military Pants

URL: <http://www.forever21.com/mens/military.asp>

NAVIGATION LABEL: Military

## 13.2 CASUAL

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Casual Pants

URL: <http://www.forever21.com/mens/casual.asp>

NAVIGATION LABEL: Casual

## 14.0 SHORTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Shorts

URL: <https://www.forever21.com/mens/shorts.asp>

NAVIGATION LABEL: Shorts

## 15.0 SWEATSHIRTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Sweatshirts

URL: <https://www.forever21.com/mens/sweatshirts.asp>

NAVIGATION LABEL: Sweatshirts

## 16.0 TAILORED

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tailored

URL: <https://www.forever21.com/mens/tailored.asp>

NAVIGATION LABEL: Tailored

## 16.1 BLAZERS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tailored Blazers

URL: <http://www.forever21.com/mens/tailoredblazers.asp>

NAVIGATION LABEL: Blazers

## 16.2 VESTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tailored Vests

URL: <http://www.forever21.com/mens/tailoredvests.asp>

NAVIGATION LABEL: Vests

## 16.3 PANTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tailored Pants

URL: <http://www.forever21.com/mens/tailoredpants.asp>

NAVIGATION LABEL: Pants

## 16.4 SHIRTS

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Tailored Shirts

URL: <http://www.forever21.com/mens/tailoredshirts.asp>

NAVIGATION LABEL: Shirts

## 17.0 FREE SHIPPING

<TITLE> Forever21.com – Free Shipping

<H1> Free Shipping

URL: javascript:launchWindow()

NAVIGATION LABEL: Free Shipping on Orders Over \$75

## 18.0 EMAIL UPDATES

<TITLE> Forever21.com

<H1> Email Updates

URL: <http://www.forever21.com/updates.asp>

NAVIGATION LABEL: Email Updates

## 19.0 CUSTOMER SERVICE

<TITLE> Forever21.com

<H1> Customer Service

URL: <https://www.forever21.com/mens/cs.asp>

NAVIGATION LABEL: Customer Service

## 19.1 FAQ

<TITLE> Forever21.com

<H1> FAQ

URL: <https://www.forever21.com/mens/cs/faq.asp>

NAVIGATION LABEL: FAQ

## 19.2 REGISTRATION

<TITLE> Forever21.com

<H1> Registration

URL: <https://www.forever21.com/mens/cs/registration.asp>

NAVIGATION LABEL: Registration

## 19.3 ABOUT THE PRODUCT

<TITLE> Forever21.com

<H1> About the Product

URL: <https://www.forever21.com/mens/cs/aboutproduct.asp>

NAVIGATION LABEL: About the Product

## 19.4 ORDERING

<TITLE> Forever21.com

<H1> Ordering

URL: <https://www.forever21.com/mens/cs/ordering.asp>

NAVIGATION LABEL: Ordering

## 19.5 SHIPPING

<TITLE> Forever21.com

<H1> Shipping

URL: <https://www.forever21.com/mens/cs/shipping.asp>

NAVIGATION LABEL: Shipping

## 19.6 PAYMENT OPTIONS

<TITLE> Forever21.com

<H1> Payment Options

URL: <https://www.forever21.com/mens/cs/payment.asp>

NAVIGATION LABEL: Payment Options

## 19.7 RETURNS &amp; EXCHANGES

<TITLE> Forever21.com

<H1> Returns & Exchanges

URL: <https://www.forever21.com/mens/cs/returns.asp>

NAVIGATION LABEL: Returns & Exchanges

## 19.8 GIFTCARD

<TITLE> Forever21.com

<H1> Giftcard

URL: <https://www.forever21.com/mens/cs/giftcard.asp>

NAVIGATION LABEL: Giftcard

## 19.9 PRIVACY &amp; SECURITY

<TITLE> Forever21.com

<H1> Privacy & Security

URL: <https://www.forever21.com/mens/cs/privacypolicy.asp>

NAVIGATION LABEL: Privacy & Security

## 19.10 CONTACT US

<TITLE> Forever21.com

<H1> Contact Us

URL: <https://www.forever21.com/mens/cs/contact.asp>

NAVIGATION LABEL: Contact Us

## 20.0 CAREERS

<TITLE> Careers

<H1> Careers

URL: <https://www.forever21.com/mens/careers.asp>

NAVIGATION LABEL: Careers

## 20.1 CURRENT OPENINGS

<TITLE> Current Openings

<H1> Current Openings

URL: <https://www.forever21.com/mens/openings.asp>

NAVIGATION LABEL: Current Openings

## 20.1.1 DISTRICT MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; District Manager

URL: <https://www.forever21.com/mens/dmanager.asp>

NAVIGATION LABEL: District Manager

## 20.1.2 STORE MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Manager

URL: <https://www.forever21.com/mens/stmanager.asp>

NAVIGATION LABEL: Store Manager

## 20.1.3 STORE CO-MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Co-Manager

URL: <https://www.forever21.com/mens/stcomanager.asp>

NAVIGATION LABEL: Store Co-Manager

## 20.1.4 STORE ASSISTANT MANAGER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Store Assistant Manager

URL: <https://www.forever21.com/mens/stasmanager.asp>

NAVIGATION LABEL: Store Assistant Manager

## 20.1.5 SALES ASSOCIATE

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Sales Associate

URL: <https://www.forever21.com/mens/sales.asp>

NAVIGATION LABEL: Sales Associate

## 20.1.6 DISTRIBUTION CENTER

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Distribution Center

URL: <https://www.forever21.com/mens/distribution.asp>

NAVIGATION LABEL: Distribution Center

## 20.1.7 VISUAL MERCHANDISING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Visual Merchandising

URL: <https://www.forever21.com/mens/merchandising.asp>

NAVIGATION LABEL: Visual Merchandising

## 20.1.8 INFORMATION TECHNOLOGY

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Information Technology

URL: <https://www.forever21.com/mens/tech.asp>

NAVIGATION LABEL: Information Technology

## 20.1.9 CONSTRUCTION

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Construction

URL: <https://www.forever21.com/mens/construction.asp>

NAVIGATION LABEL: Construction

## 20.1.10 HUMAN RESOURCES

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Human Resources

URL: <https://www.forever21.com/mens/hr.asp>

NAVIGATION LABEL: Human Resources

## 20.1.11 STRATEGIC PLANNING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Strategic Planning

URL: <https://www.forever21.com/mens/planning.asp>

NAVIGATION LABEL: Strategic Planning

## 20.1.12 MAINTENANCE &amp; SUPPLY

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Maintenance &amp; Supply

URL: <https://www.forever21.com/mens/maintenance.asp>

NAVIGATION LABEL: Maintenance &amp; Supply

## 20.1.13 CORPORATE ADMINISTRATION

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Corporate Administration

URL: <https://www.forever21.com/mens/admin.asp>

NAVIGATION LABEL: Corporate Administration

## 20.1.14 MARKETING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Marketing

URL: <https://www.forever21.com/mens/marketing.asp>

NAVIGATION LABEL: Marketing

## 20.1.15 OPERATIONS

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Operations

URL: <https://www.forever21.com/mens/operations.asp>

NAVIGATION LABEL: Operations

## 20.1.16 ACCOUNTING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; Accounting

URL: <https://www.forever21.com/mens/accounting.asp>

NAVIGATION LABEL: Accounting

## 20.1.17 INTERNATIONAL BUYING

&lt;TITLE&gt; Current Openings

&lt;H1&gt; International Buying

URL: <https://www.forever21.com/mens/buying.asp>

NAVIGATION LABEL: International Buying

## 20.2 HOW TO APPLY

&lt;TITLE&gt; Forever21.com – Category

&lt;H1&gt; Rings

URL: <https://www.forever21.com/mens/howto.asp>

NAVIGATION LABEL: Rings

## 20.2.1 SEND RESUME

&lt;TITLE&gt; Careers

&lt;H1&gt; You Can Send Your Resume

URL: <http://www.forever21.com/mens/sendresume.asp>

NAVIGATION LABEL: Email

## 20.2.2 STORE POSITIONS

&lt;TITLE&gt; Careers

&lt;H1&gt; Download or Print Application

URL: <http://www.forever21.com/mens/download.asp>

NAVIGATION LABEL: Download .PDF or .ZIP

## 21.0 STORE LOCATOR

&lt;TITLE&gt; Forever21 – Category

&lt;H1&gt; Store Locator

URL: <https://www.forever21.com/mens/storelocator.asp>

NAVIGATION LABEL: Store Locator

## 21.1 SEARCH

&lt;TITLE&gt; Forever21.com – Store Search

&lt;H1&gt; Store Locator

URL: <http://www.forever21.com/mens/storelocator/search.asp>

NAVIGATION LABEL: Store Locator

## 22.0 FOREVER21 INC.

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Forever21 Inc.

URL: <https://www.forever21.com/mens/forever21inc.asp>

NAVIGATION LABEL: Forever21 Inc.

## 22.1 ABOUT US

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; About Us

URL: <http://www.forever21.com/mens/forever/about.asp>

NAVIGATION LABEL: About Us

## 22.2 HISTORY &amp; FACTS

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; History &amp; Facts

URL: <http://www.forever21.com/mens/forever/history.asp>

NAVIGATION LABEL: History &amp; Facts

## 22.3 FAQ's

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; FAQ's

URL: <http://www.forever21.com/mens/forever/faq.asp>

NAVIGATION LABEL: FAQ's

## 23.0 BUSINESS WITH US

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Business With Us

URL: <https://www.forever21.com/mens/forever/business.asp>

NAVIGATION LABEL: Business With Us

## 24.0 TERMS OF USE

&lt;TITLE&gt; Forever21.com

&lt;H1&gt; Terms of Use

URL: <https://www.forever21.com/mens/forever/terms.asp>

NAVIGATION LABEL: Terms of Use

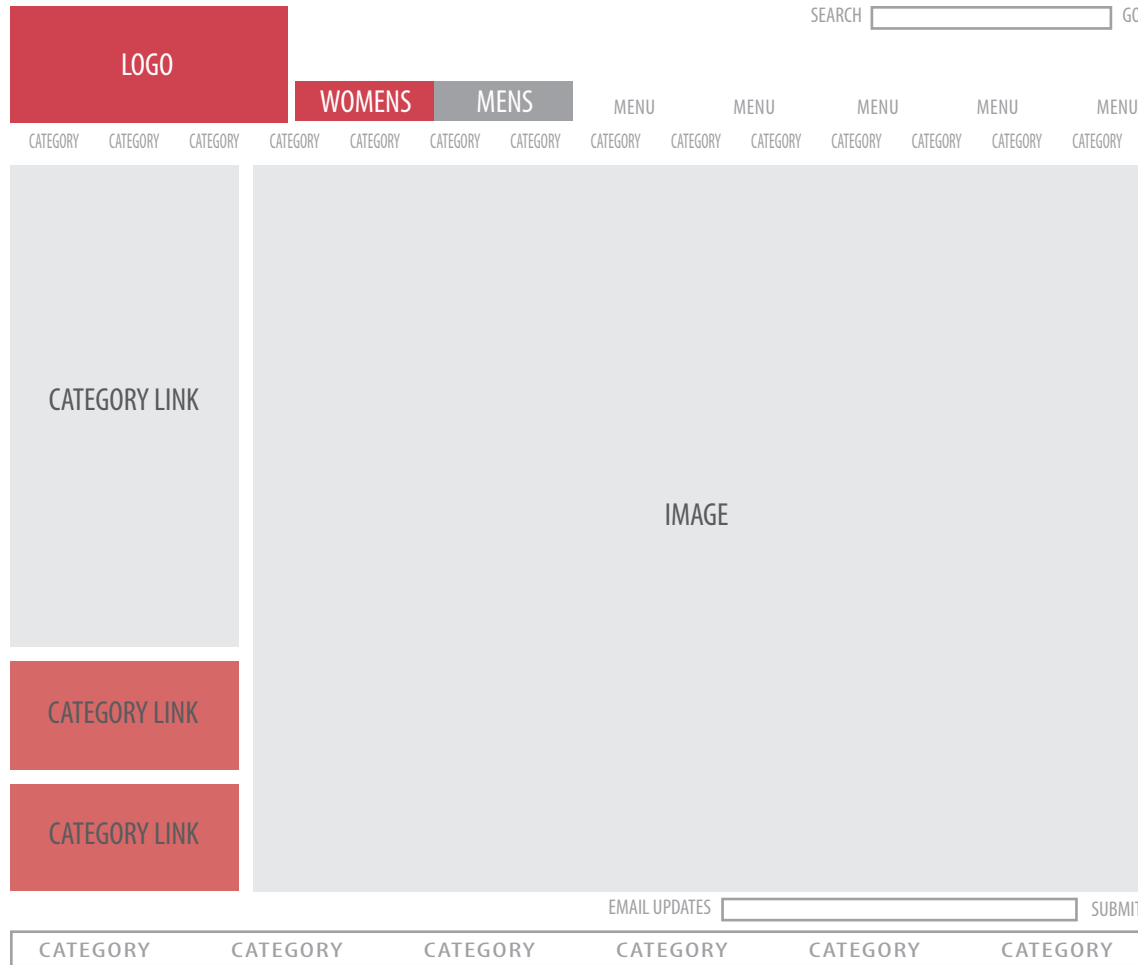
## 25.0 COMMENTS &amp; SUGGESTIONS

&lt;TITLE&gt; Comments &amp; Suggestions

&lt;H1&gt; Comments &amp; Suggestions

URL: <mailto:online@forever21.com>

NAVIGATION LABEL: Comments &amp; Suggestions



WIDTH  
720px

HEIGHT  
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### FONTS:

HTML  
Myriad Pro - Condensed  
Arial  
Sans Serif

IMAGES  
DS Narrow - Extra Condensed Medium

SIZES  
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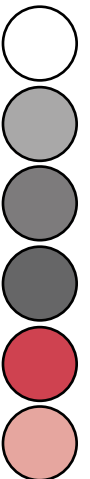
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LIGHT RED  
hex#CC6666



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Arial  
Sans Serif

IMAGES  
DS Narrow - Extra Condensed Medium

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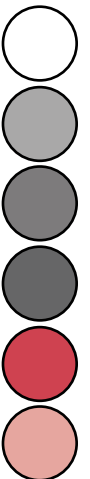
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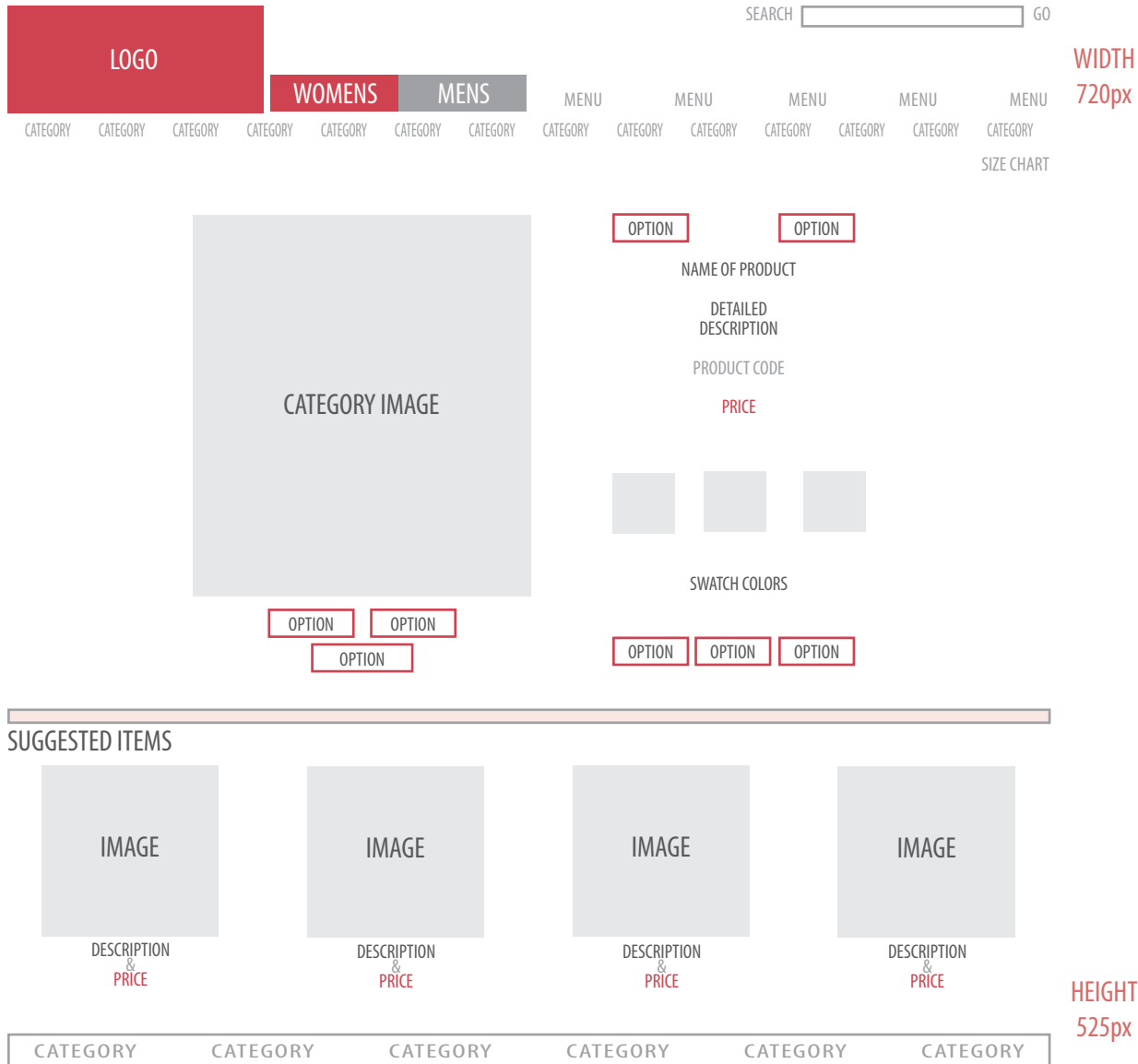
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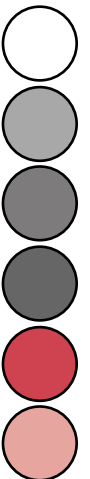
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GIFT CARD

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CHECK OUT

SHOPPING BAG

CASUAL TOPS

DRESSY TOPS

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JEWELRY

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OVER  
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GIFT CARD WISH LIST MY ACCOUNT CHECK OUT SHOPPING BAG

CASUAL TOPS DRESSY TOPS BASICS SWEATERS OUTERWEAR PANTS SHORTS SKIRTS DRESSES DENIM ACCESSORIES JEWELRY INTIMATES SALE

DRESSES

SIZE CHART PAGE 1 2 3 4 5 6 7 8 9 VIEW ALL



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ACCESSORIES

JEWELRY

INTIMATES

SALE

SIZE CHART



PREV

NEXT

NAME OF PRODUCT

DETAILED DESCRIPTION

PRODUCT CODE

PRICE



OTHER COLORS

FRONT VIEW

BACK VIEW

ENLARGE

ADD TO BASKET

WISH LIST

BACK TO SHOPPING

SUGGESTED ITEMS



DESCRIPTION & PRICE



DESCRIPTION & PRICE



DESCRIPTION & PRICE



DESCRIPTION & PRICE

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