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Abercrombie and the Class Action Racial Discrimination Suit

There have been a few class action suits against Abercrombie and Fitch that have dealt with the issue of race. One of the suits was filed in June, 2003. The main charge was the discrimination practice against African-American, Asian, and Latino employees and applicants (“Abercrombie & Fitch Employment Discrimination” 2016). According to the class action suit, the company refused to hire qualified minority applicants for the position of Brand Representatives. In case a representative of a minority was hired, the position itself was undesirable and the person was kept out of the public eye. This case resulted in reaching a settlement with the company. The rejected applicants who filed the suit got \$40 million dollars.

In addition, the company was required to create a range of policies to promote diversity in the workplace. As a result of this, such a position as a Vice President for Diversity was instituted at Abercrombie and Fitch. The main task of the person working in this position is to make sure the company provides diversity training among employees. What is more, the goal has also been to create a mechanism with the help of which it would be easier to report problems related to the subject under consideration. Furthermore, twenty-five recruiters were hired by the company in order to seek out talented minority employees. Abercrombie and Fitch stopped using their previous recruitment techniques.

One of the biggest problems with recruitment strategies of Abercrombie and Fitch is that the company has been primarily focused on sororities and fraternities (Greenhouse 2004). To be more specific, a lot of recruiters in the company used to visit colleges in order to look for good-looking fraternity and sorority members in order to convince them to work at Abercrombie and Fitch.

This class action suit is a very big deal due to the fact that it demonstrates what tactics have been used by one of the most successful companies on the market, as well as highlights that we are far from solving the problem of discrimination in the workplace. In addition, Abercrombie and Fitch is only one example of a company that has been using discriminatory strategies for years. How many companies on the market are still demonstrating the same practices that we are not aware of?

Taking everything into account, such class action suits help us become better as a society, as well as pinpoint where the root of the problem lies. The more exposed the discriminatory practices of a company are, the faster we will manage to deal with this issue once and for all. There is no doubt that Abercrombie and Fitch has learned a valuable lesson. Perhaps, other companies will realize that it is time to say goodbye to their divisive recruitment strategies and start bringing diversity into the workplace.

Works Cited

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