

Forever 21 announces new CEO

Retail Dive reports that Forever 21 recently announced Daniel Kulle as its new chief executive officer.

In his new role, Kulle will update Forever 21's social media strategy, work on sustainability initiatives and focus on re-energising the retailer's core product categories.

He was most recently an advisor to former H&M Group CEO Karl-Johan Persson and also served as a steering group member for three digital startups within the H&M Group.

Read the full report [here](#).

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