

Teen Retailer Company Comment	Headquarters	2007 revenue (million)	Y/Y Change	No. of Stores
Abercrombie & Fitch	New Albany, Ohio	\$3,749.85	13%	1,028
<i>A&F is the big kahuna on the teen apparel scene. The company attracts shoppers to the franchise with abercrombie (also known as little "a"), which targets the pint-sized set. A few birthdays later, A&F and Hollister vie for teens' discretionary income. Hollister emerges as a top brand among teens, and company execs say the chain has the global potential to reach 1,200 units. When teens are ready to graduate, it's on to RUEHL. Earlier this year, A&F opened its newest concept shop, Gilly Hicks, a lingerie store with a racy edge. International growth is a top priority.</i>				
American Eagle Outfitters	Pittsburgh	3,055.15	9.03	942
<i>Standards like jeans and graphic tees rule the roost at AEO. The company's laid-back, trend-right looks are popular with the high school crowd. The dorm wear collection, called aerie, has been spun off; there are now more than 40 aerie shops selling bras, undies, camisoles and the like. Looking to hold on to shoppers even when they get a little older, AEO introduced Martin & Osa. This fall a children's apparel brand, 77kids by american eagle, will debut online, with bricks-and-mortar stores planned for 2010. And shoppers are tuning in to 77E, a multi-channel entertainment platform featuring original and user-generated content.</i>				
Express	Columbus, Ohio	*1,820	N/A	620
<i>Private-equity firm Golden Gate Capital acquired a 75 percent stake in Express a little over a year ago. The first order of business was to bring back Michael Weiss as CEO. Weiss, who led Express from its founding in 1980 to his retirement in 2004, has infused the company with new energy and momentum. With young, sexy looks for women and men, Express caters to teens and twenty-somethings. In April, the retailer released a limited collection by Celia Birtwell for the fairer sex. Now private, the company no longer publishes annual sales.</i>				
Aéropostale	New York	1,590.88	17.30	828
<i>Active and casual apparel for guys and gals are on tap here at prices that make it easy for teens and their parents to agree. Aéropostale is making a name for itself through entertainment- and issue-related projects. In March, Aéro partnered with ABC Family to celebrate the release of "GREEK: Season One." Last year, it sold the new Fall Out Boy album with a store-exclusive T-shirt. During another promotion, Teens for Jeans, store associates collected lightly used jeans and donated them to local charities. This year marks the rollout of a new concept targeting a younger demographic.</i>				
Urban Outfitters	Philadelphia	1,507.72	23	245
<i>Urban Outfitters' execs say they're targeting shoppers moving out of their teens, but inside the stores it's still easy to spy plenty of younger shoppers. The same can be said of Anthropologie and Free People, the company's other clothing brands. T-shirts are not two for \$20 here, but if teens are shopping with Mom's credit card it doesn't matter. The look ranges from vintage and retro to bohemian, and Urban sells apparel and home goods for both sexes. Humorous slogans on T-shirts and kitschy items have landed them in some hot water, but the company remains a top performer.</i>				
Pacific Sunwear of California	Anaheim, Calif.	1,454.16	0.80	944
<i>Surf's up at PacSun and the sun is peeking through the clouds. Since retail veteran Sally Frame Kasaks took the helm in May 2007, the company has begun to rebound. Kasaks' aggressive turnaround plan included closing the One Thousand Steps shoe stores and liquidating 153 demo stores. Reconnecting with the surf-and-skate crowd and refocusing attention on the female side of the customer base are a big part of the blueprint; stores are offering a wider selection of apparel geared to girls while being careful not to overtake the guys. The plan appears to be steering PacSun out of once-choppy waters.</i>				
Forever 21	Los Angeles	*1,110	N/A	400
<i>Forever 21 is the choice of trend-savvy teens. The West Coast-based chain has carved its niche as the source for up-to-the-minute interpretations of apparel and accessories worn by celebrities and runway models; prices that make teens downright giddy help to cement the sale. The private company operates a global business with stores in Singapore, Malaysia, Jordan and the United Arab Emirates. Forever XX1 (the nameplate used for large flagship stores), For Love 21 (an accessories shop), Heritage 1981 (men's and women's vintage apparel) and Twelve by Twelve (a fledgling, edgy fashion apparel shop) round out the stable of brands.</i>				
Charlotte Russe**	San Diego	740.94	8.70	432
<i>Delightful and delicious – two words to describe both the dessert and the store. Charlotte Russe targets teens and women in their 20s with "fashion-right" assortments of value-priced apparel, accessories and footwear. Operating in 6,500 to 7,000 sq. ft., Charlotte Russe uses its larger-than-average footprint to offer a broader assortment of merchandise than its competitors. Chairman Bernard Zeichner was scheduled to retire June 1, with director Jennifer Salopek named to succeed him.</i>				

Estimates include multiple divisions. * STORES estimate. **Fiscal ends September 29