

NATIONAL CENTER *on* SEXUAL EXPLOITATION

EXPOSING THE SEAMLESS CONNECTION BETWEEN ALL FORMS OF SEXUAL EXPLOITATION

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MISSION

*Defending human dignity.
Confronting sexual exploitation.*

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March 26, 2015

Ms. Paula Schneider, CEO
American Apparel
747 Warehouse Street
Los Angeles, CA 90021

Ms. Schneider:

We are writing you to express our gratitude for the reevaluation and apparent changes in American Apparel to avoid the sexual exploitation of women just to sell products.

The previous American Apparel ads of concern featured women posed in sexual positions with an emphasis on their barely covered, or uncovered breasts, buttocks, or pubic area. In several past ads, women appeared to be engaging in sexual activity and dressed to resemble sexualized children. We thank you for recognizing the exploitive nature of such ads and for removing them from your site.

We are pleased to share due to these positive changes we have removed American Apparel from our annual Dirty Dozen List of top contributors and profiteers from sexual exploitation in the United States.

It is our hope that these changes remain in effect and that future advertising techniques work to sell products rather than promote the sexual exploitation and objectification of women.

Be assured that we will notify all our supporters and the more than 280 organizations that are part of our Coalition to End

Sexual Exploitation of the positive changes at American Apparel.

Again, we commend your organization for curbing sexual exploitation.

Sincerely,



Patrick A. Trueman
President & CEO



Dawn Hawkins
Executive Director

cc: Chelsea A. Grayson, General Counsel