

NATIONAL CENTER *on* SEXUAL EXPLOITATION



FORMERLY MORALITY IN MEDIA, INC

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MISSION

*Defending human dignity.
Confronting sexual exploitation.*

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American Apparel
Attn. Paula Schneider & Board of Directors
747 Warehouse Street
Los Angeles, CA 90021

Ms. Schneider and Board:

We are writing you to express great concern regarding your promotion of sexually exploitive behavior, particularly through the distribution of pornographic advertisements.

With American Apparel's hiring of a new CEO, we would like to take this opportunity to encourage you to re-examine your advertising techniques and brand identity and reconsider the use of blatantly pornographic ads. The current advertising strategy normalizes the sexual objectification of women.

American Apparel ads regularly feature women with only one article of clothing, sometimes just socks or panties. They are posed in sexual positions with an emphasis on their barely covered, or uncovered breasts, buttocks, or pubic area. In several ads, the women appear to be engaging in sexual activity and dressed to resemble sexualized children.

Shortly, the National Center on Sexual Exploitation (NCSE) and Morality in Media (MIM) will publicly announce the annual "Dirty Dozen List," which contains the top promoters of sexual exploitation and pornography in America. After careful consideration, we have decided to add American Apparel to that list.

All children, women, and men have a natural human dignity and thus a right to live in a decent society. Pornography and

all sexual exploitation are degrading, dehumanizing, exploitive, and a violation of this right. NCSE and MIM exist to make society aware of the many harms of pornography and other forms of sexual exploitation; to equip individuals and families to overcome or protect against those harms, and to advocate that all laws defending the right to be free from pornography are vigorously enforced.

Not only does pornography exploit, degrade and dehumanize the people in the films and photos, but it exploits, degrades and dehumanizes the people exposed to it, teaching them to view others as merely objects for selfish pleasure.

Our nation is now suffering an untreated pandemic of harm from the widespread distribution of pornography and the American Apparel bears some responsibility for that harm.

We would welcome the opportunity to meet with your representatives to discuss this matter at your earliest convenience.

Sincerely,



Patrick A. Trueman
President & CEO



Dawn Hawkins
Executive Director