

Sexual Assault Prevention and Awareness Center
University of Michigan
715 N. University Avenue, Suite 202
Ann Arbor, MI 48104

Dolce&Gabbana
Via Goldoni, 10
20129 Milano - Italy

To Whom It May Concern:

Each year the University of Michigan's Sexual Assault Prevention and Awareness Center (SAPAC) holds a campaign on sexism in advertising to educate the campus community on the cultural impact of sexist and misogynistic imagery. This year, SAPAC volunteers chose your advertisement as one of ten finalists for the most sexist ad of 2007.

I, _____, find your advertising strategy to be particularly offensive because of the ways in which you:

- Position all of the men in ways that feature the Western world's historical achievements in art, science, architecture, and technology while driving home the notion that a woman, in this context, is ridiculously out of place.
- Contrast the dark, somber tone of the background with the woman's ghastly, porcelain whiteness.
- Draw attention to the woman's seeming vulnerability as she shyly attempts to cover herself with one dainty hand.
- Insist on the woman's fragility by denying her clothing or props. (All the men in the photo are not only dressed, they don thick layers or leather, denim, and wool.)

Such images contribute to a rape culture that condones and promotes sexual assault, domestic violence, and other forms of violence against women. I am writing to ask that your company be more conscientious about the images that are chosen to represent the company. The advertisement in question, and others like it, is offensive and degrading to women. It is quite possible to sell clothing without the use of sexist imagery. In the future, please be aware of the effects of this type of advertisement; we can work together to change the prevalence of sexism in advertising.

Sincerely,

Signature: _____