

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

Ecko Unltd.  
40. W. 23<sup>rd</sup> Street, 2<sup>nd</sup> Floor  
New York, NY 10010

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:

- Crop the model's head out of the photograph so that she is reduced to a gaunt, near-naked torso and pair of stocking-clad legs.
- Have the model lying in such a vulnerable, lifeless position.
- Objectify the model with the Polaroids strewn on the bed, each featuring one part of her near-naked body standing in as a replacement for her whole body.
- Insinuate an atmosphere of glamorized death through the dressing of both models in black and the skull and crossbones featured prominently on the male's shirt.

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: \_\_\_\_\_