

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

GOS
685 Fifth Avenue, 8th floor
New York, NY 10022

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:

- Glamorize lifelessness or emotionless in women in your advertisements. This is making dead or subhuman sexy and this can lead to a contribution to a rape culture that condones and promotes sexual assault, domestic violence, and other forms of violence against women.
- Putting a woman in a subordinate position, giving the notion of power versus powerlessness, where the woman is without power.

The woman in this particular ad is trapped, where one boot is on the right side of her and the other on her left, keeping her in place. Regardless of the sex or gender that the boot-wearer identifies with, this is still a restricting message for those looking at your ad. This places her in a more submissive stance to the person wearing the boot, her expression, as well as the rest of her body, lifeless.

I am writing to ask Gucci to be aware of the images and the connotations of these images that represent their company. This advertisement, as well as others just like it, may be offensive to others. It is possible to sell your products without the use of dominance hierarchies or the lifelessness of models. 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: _____