

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

Isaia Napoli
730 5th Ave
New York, NY 10019

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 is offensive because of the ways in which you:

- Show that sexual abuse is acceptable and that consent is not important
- Depict women as subservient to men, therefore putting men in a position of power and domination
- Contribute to rape culture by featuring within your ad a bystander who does nothing but smile at the fact that the woman is being coerced by the male

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 Isaia Napoli 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 sexual 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: _____