

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

Kenzie Clothing  
6700 Southridge Dr.  
Burnaby, BC  
Canada, V3N 5G3

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:

- Promote gender-based violence by portraying women as lifeless and doll-like, with incredibly pale skin and emotionless expressions. This condones violence against women by implying women are dolls to be played with or that women are sexy when dead.
- Sexualize the image of young girls and demonstrate that girls are simply small, frail, and delicate.
- Provide women with a false image of how they should look and act; this being pale, thin, lifeless and demure, quiet, timid.

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 Kenzie Clothing 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: \_\_\_\_\_