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"Keeping Our Beaches Bare"

Abercrombie & Fitch Catalog Raising Eyebrows *Pictures Too Provocative, Some Argue – American Decency Association calls for boycott*

The theme of the new Abercrombie & Fitch catalog is called, "Searching For Paradise," but some parents claim that it should be titled, "Searching For Sex." The catalog, which comes wrapped in plastic, stamped with "XXX" and a warning, is filled with provocative poses and explicit encounters.

Some shoppers wonder how the catalog sells clothes when the models aren't wearing any.

"It's not for teenagers," said Herman Laskey, who has a 16-year-old child. Asked if he would be bothered if the catalog would up in his home, he said, "It would bother me big time. I got to be honest, it would."

Shopper Pam Green said some may interpret the catalog as art.

"It's just not the art that I would desire in my home," she said.

Abercrombie & Fitch officials told a Columbus, Ohio, television station that they are very pleased they have customers who are younger, but they target 18- to 22-year-olds.

"It's important to understand that nudity is part of a culture," shopper German Trejo said. "I believe that we live in a moral society and we should be able to accept different forms of art and even marketing."

Store officials said that they plan to sell 300,000 of the \$6 catalogs. They expect sales to be equal from inside the store and from online orders.

The company also has a version of the catalog without nudity.

American Decency Association calls for a return to the nationwide boycott of Abercrombie & Fitch

American Decency Association (ADA) President Bill Johnson sent an email alert in late April urging concerned citizens to return to a boycott of Abercrombie & Fitch

due to A&F's decision to once again use what he considers to be pornography to lure young people to buy its clothing line.

Johnson said, "The A&F Summer Quarterly is aptly labeled XXX. The first 119 pages are devoted to full-page, color photographs of nude teenagers cavorting at the beach, in the water, in the backyard. The erotically posed photographs are what you would expect to see in a porn magazine, not in a clothing catalog whose market audience are teenagers."

In a recent Entertainment Tonight interview, A&F spokesman Hampton Carney described the catalog as "beautiful fashion photography" and a "commentary on college life."

'Fashion photography' with no clothes and a commentary on college life?

Johnson said, "The last time I visited a college campus I didn't see the co-eds naked on the campus green."

ADA says that A&F's newest catalog proudly and blatantly features male and female nudity and urges all individuals concerned with the pandering of sexuality in the name of legitimacy to boycott Abercrombie & Fitch.

According to ADA, Jennifer Granholm, Michigan's Attorney General, wrote A&F a letter in 1999 letting A&F know if they didn't "cease and desist" from selling their pornographic catalog to minors they would face criminal charges. Granholm shared this criminal matter with all other state Attorney General's. This matter became a national issue. Abercrombie & Fitch did discontinue selling its catalog directly to minors, says ADA, but they still continue to target youth. Arrogance drips from the pages of Abercrombie & Fitch's Summer Quarterly.

The so-called catalog also contains obscenity-laden articles, says ADA,

mainly of interviews with teenage celebrities. Also included is an advice column offering advice to the college-bound such as:

Dear Veronica, Since we assume you've already been spending a lot of your time getting blasted and sleeping with the first guy who smiles at you, all you need to do is learn to cut classes and insert a diaphragm.

According to ADA, the advice column also advocates stripping for a girl's summer employment and says the cover displays a completely nude male and a completely nude female embracing. Inside the front cover, the same nude couple is photographed walking amidst palm trees revealing rear nudity.

Johnson quotes the following examples as what epitomize what follows through the first 119 pages of the catalog: Page 2 & 3: nude couple splashing in water – rear nudity, female frontal nudity; page 5: Close up photograph of nude couple, focusing on the girl's bare breasts, etc., etc...

Editor's note: Although young people may be highly susceptible to pornography, we strongly disagree with Bill Johnson and the American Decency Association about the Abercrombie & Fitch catalog being pornographic.

Titillating? Maybe. After all, as we all know, skin sells.

We applaud Abercrombie & Fitch for taking the step to show the younger generation that there is nothing inherently wrong with simple nudity. Hopefully, this in turn will help these young folks become more accepting of nudity in general and willing to try nude recreational activities for themselves.

The Abercrombie & Fitch Summer Quarterly is available on newsstands and from your local A&F retailer. ✨