



March 29, 2011

Mr. Michael Jeffries
Chief Executive Officer
Abercrombie & Fitch
6301 Fitch Path
New Albany, Ohio 43054

Dear Mr. Jeffries,

Concerned Women for America (CWA) is the nation's largest public policy organization for women with 500,000 members across the United States. We are dismayed by Abercrombie and Fitch's recent decision to again market grossly inappropriate clothing to children. The "Ashley" swimwear, featuring padded, push-up bras, is meant to sexualize girls between the ages of 8 and 14. Parents are alarmed by your cynical decision once again to target our daughters for clothing meant for adult women.

Under your leadership, Abercrombie and Fitch has a long history of target marketing sexualized catalogues and clothing to children, including thongs for seven-year-olds. While Abercrombie and Fitch claims its intent is to create an illusion of casual confidence, the long-term effect on girls is quite the opposite. In fact, the American Psychological Association (APA) specifically cited your company's thongs for little girls in the "Report of the APA Task Force on the Sexualization of Girls" as a negative example (see <http://www.apa.org/pi/women/programs/girls/report-full.pdf>). This and other reports underscore what common sense should have already made clear: the early sexualization of girls harms them mentally, physically, and sexually.

There is no justification for your continued lack of judgment and vile corporate ethos. We call on you to cease in aiding and abetting the exploitation of children and to use your platform to lead the way in creating age-appropriate trends. We urge you to practice corporate responsibility and to remove immediately this line of swimwear from your merchandise.

Sincerely,

Penny Nance
Chief Executive Officer
Concerned Women for America

CC: State Attorneys General

CONCERNED WOMEN FOR AMERICA

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