



# Family Concerns

"Bridging the Information Gap"

A Publication of Concerned Women for America of Kansas

2003-19 July 17, 2003

## Abercrombie and Fitch: A paradox

*Warning: This contains disturbing material not suitable for young children!*

Abercrombie and Fitch, a well-known clothier and proprietor of young adults' and teen clothing have done it again . . . they have chosen to enhance their already sordid reputation of being the "titillation extraordinaire" of the teen clothing market. This year however, they have outdone even their normal lack of taste and propriety by featuring nude photography as erotic fantasy, couched in a back-to-school setting. The sordid exploitation of teens and young adults portrayed in the *erotica/catalogue* is a blatant and unprecedented attack upon the virtue and modesty of our children and young adults. The latest issue of their Back to School clothing catalogue is mostly absent one thing . . . clothes. A majority of the models in the catalogue are semi-nude or completely nude nubile girls and boys romping around celebrating what most would consider "private" behavior. In fact, this issue is called the SEX ED ISSUE, supposedly supplying all that young adult children and teenagers need to have a satisfying sex life in college. And here I thought kids went to college to learn about a career. You parents that are paying \$30,000 plus a year . . . take notice!

Apparently Abercrombie and Fitch management has realized that nudity does sell clothing; they are smarter than they seem . . . sex sells. They reap a profit short-term, but it has sold our kids much more than clothing; it will give them the grim legacy of disease, hopelessness, and a lifestyle that is contrary to maintaining self-worth. The young men and women photographed in the catalogue are examples of the beauty of the human body, but at what cost? A girl's modesty and a young man's duty to protect and preserve that budding potential are sacrificed on the altar of the sleaziest and most puerile motives. What Abercrombie and Fitch might consider in light of the potential legacy of their blatant appeal to indiscriminate sex is have a sideline of maternity clothing (but I guess Planned Parenthood will take care of that problem) or even shrouds because they are promoting promiscuity and an animalistic acting out of desires producing dangerous and unhealthy consequence. In the case of AIDS and abortion it causes death.

### The only thing covered up

To be sure, the catalogue is covered up with white paper with glaring red letters advertising "The Sex Ed Issue" on the front, with the caveat on the back that: "Due to mature content parental consent *suggested* for readers under eighteen." (Emphasis Added). They know that curious young teens will find a way to get the catalogue . . . they have made it even more appealing by making it more unattainable. And then they have the audacity to charge them \$7 for the opportunity to view what normally would be considered pornography.

### Why is it dangerous to us and to our kids?

Pornographers know that images of naked people, particularly young people, are titillating even to people who do not plan to seek out pornography. They know what brain research has shown; that the brain reacts to stimulating and exciting and scary imagery on a "first response" basis. All cognitive thought shuts down and the brain imprints those images; an actual change takes place in the neurochemistry of the brain and the image is etched there. They are counting on the fact "flashbacks" will occur, drawing vulnerable people even deeper into the web of desire. In the case of Abercrombie and Fitch they know these "flash-backs" will be associated with their clothing. They do this not for *art* or for *freedom of expression*; they do it for **money**. They do not care about the ruined and broken lives they leave behind; they just move on and make more money, leaving the minds and hearts of our kids in shambles. I have been told that Abercrombie and Fitch produce a *good* product, that their clothes are well made, etc. **At what cost?**

### What can I do?

As Christians, there are a number of things that can be done; that is something that needs to be worked out in your prayer closet, alone with the sovereign God of the universe who sees all, and knows all. This is not new to Him. CWA of Kansas steering committee members have seen the catalogue and documented the "story-line". We strongly urge you **NOT** to get the catalogue for several reasons. First, they charge \$7 for it and second, it is so vulgar you do not want it in your home; third, it takes a cleansing and washing of the Holy Spirit to get even the briefest exposure out of your mind, and fourth, you will have to burn it.

**Do not go to the Abercrombie and Fitch website as it is as filthy as the catalogue.**

The Lord may direct you to simply **pray** that those who have been exploited on the pages of the catalogue would be cleansed by a renewing of their minds; He may direct you to **pray** for the young people who flock to get this catalogue or He may ask you to take more direct action. **Whatever it is; do it!** Talk to your children and grandchildren about the consequences of looking at this material and/or engaging in the activities this catalogue promotes. Remind your college-age children that every idea has a consequence, that freedom without restrictions produces bad fruit that ruins lives. **PRAY for them that they will be able to resist the pressure, that the Lord will protect their minds and hearts.**

If the Lord directs you to contact the company or to boycott their products:

**E-mail:** [Abercrombie@abercrombie.com](mailto:Abercrombie@abercrombie.com);

**Address:** Abercrombie and Fitch Company,

P.O. Box 182168, Columbus, Ohio 43218;

**Toll-free number:** 1-866-681-3115

**CWA national has covered this issue every year the catalogue has come out . . . watch for action items on the CWA Web Site:** [www.cwfa.org](http://www.cwfa.org)