



Sex in Fashion Ads

Are Sexy Ads Necessary in Fashion?

December 6th, 2012
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LS 420 Senior Seminar



Fashion Magazines

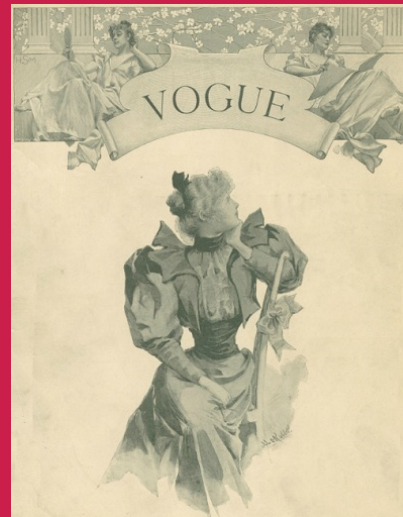
Harper's Bazaar

November 2nd, 1867- The first issue of Bazaar is published featuring fashion and literature.



Vogue

Vogue was first published in 1892 by Arthur Turnure and was weekly.



WARNING!

NSFW

Images in this presentation may be sexually explicit and feature nudity. Images may have been pulled from billboards, magazines or banned from other countries.



What is being sold?

Abercrombie & Fitch Fall 2002 print ad found in A&F Quarterly for North America
“Shower”



Abercrombie & Fitch



Hollister



Abercrombie & Fitch

Hollister

Abercrombie Kids

Gilly Hicks

- 2 of the 3 Executive Vice Presidents are female.
- 1997-2003 A&F Quarterly published for 18+ consumers.
- 2008 Adult only catalog published for Europe only.



American Apparel

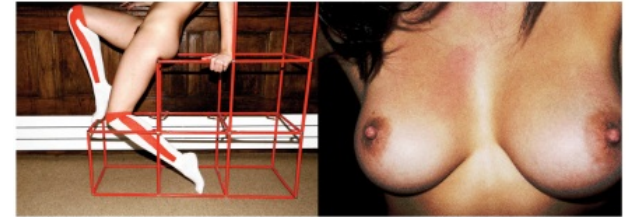
Ran by Dov Charney

March 2004

June 2005

Aug 2005

Jan 2006



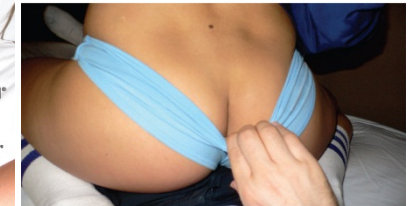
Made in Downtown LA
Vertically Integrated Manufacturing
www.americanapparel.com

Oct 2012

Dec 2006

Jan 2006

Jan 2006



American Apparel

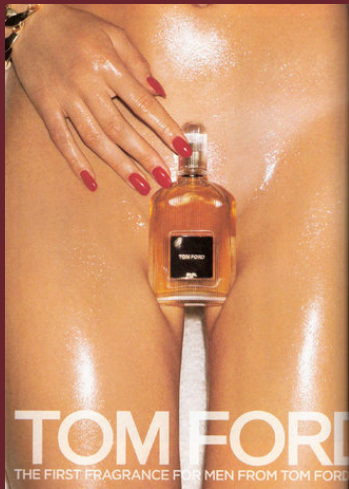
Made in Downtown LA
Vertically Integrated Manufacturing

Related Locations:
Los Angeles
New York
Miami
Chicago
Portland
San Francisco
Seattle
Denver
Phoenix
Dallas
Houston
San Diego
Austin
San Jose
San Antonio
Austin
Dallas
Houston
Los Angeles
Miami
New York
Phoenix
Portland
San Francisco
Seattle
Denver
Chicago
San Diego
Austin
San Jose
San Antonio

American Apparel

- Founder Dov Charney states “Sexual freedom, art, and photography are important to me...”
- How their website describes their advertising “The majority of our creative content is conceived somewhere between the 2nd floor and the factory rooftop, and overseen by our founder and CEO, Dov Charney, who first introduced our un-airbrushed aesthetic more than a decade ago. We find our models all over the world, through online submissions, word of mouth, and in retail stores, where we've been known to do an impromptu test shoot or two. Our ads have always been indicative of a time and place in American Apparel's identity, which has evolved into a 12,000 employee worldwide collaboration.”
- Porn Stars have been featured in their ads.
- ASA told AA not to use some of their images because they defined them as exploitive of women or that it inappropriately sexualized young women in the future.

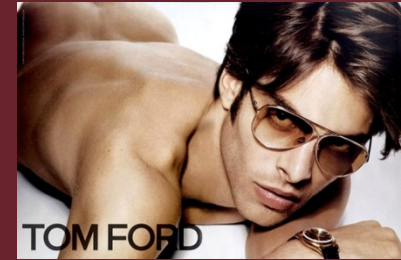
Fragrance 2007



Tom Ford

Autumn/Winter 2009

Spring/Summer 2008 with Terry Richardson



Autumn/Winter 2010



Spring/Summer 2012



Tom Ford

Gucci

Yves Saint Laurent (YSL)

1994- 2004

Gucci took on the house of YSL so when Tom Ford became Gucci's Creative director, he automatically took on YSL

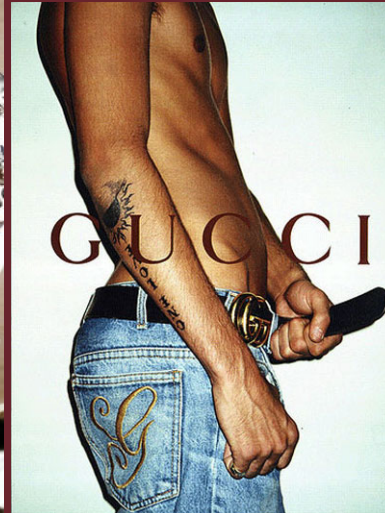
Spring/ Summer 1998



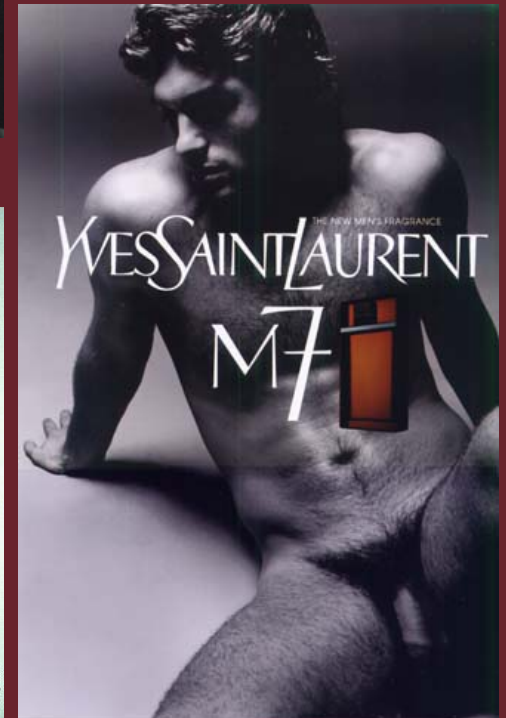
Spring/ Summer 2003



1999



2002



Tom Ford & Vogue

Tom Ford edited the December/January 2011 issue of French Vogue that featured young girls in a very adult looking photo-shoot called “**Cadeaux**.”



Other Controversial Ads...

Dolce & Gabbana Jan. 2007



Sisley 2001



Marc Jacobs 2011



Diesel 2006



Emanuel Ungaro 2002



H & M 2012



Steven Meisel for Calvin Klein 2009



Works Cited

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