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1   SENATE RESOLUTION

2   WHEREAS, Abercrombie & Fitch ("ANF") has been a sporting
3   goods clothing retailer since 1892; and

4   WHEREAS, 14 of ANF's 363 retail stores are in Illinois; and

5   WHEREAS, ANF's target groups are youths as young as seven
6   years old, teens, and college-age young adults; and

7   WHEREAS, ANF markets itself as a "lifestyle brand"
8   allegedly embodying the values and appeal of a desirable way of
9   living; and

10   WHEREAS, Since the late 1990's, ANF has produced and
11 marketed several lines of merchandise and catalogues that they
12 have ultimately pulled from the market in response to public
13 disgust and pressure; and

14   WHEREAS, ANF has recently introduced lines of girls and
15 boys T-shirts with overt and obscene sexual messages that
16 degrade and objectify women in particular; and

17   WHEREAS, The girls T-shirts contain messages like "With
18 these who needs brains", "Blondes are adored, brunettes are
19 ignored", "Anatomy Tutor", and "Muck Fe"; and

20   WHEREAS, The boys T-shirts contain messages like "You blow
21 I'll pop", "Bitches love me", and "The Island of Lesbos, every
22 man's dream"; and

23   WHEREAS, These T-shirts are available for purchase at ANF's
24 Illinois store locations and on ANF's website; and

25   WHEREAS, A group of teenage girls in Allegheny County,
26 Pennsylvania, have initiated a "girlcott" of the company in

1   response to these T-shirts; and

2   WHEREAS, ANF has repeatedly mocked the values of Illinois
3   families with their merchandise and marketing tactics aimed at
4   children; therefore, be it

5   RESOLVED, BY THE SENATE OF THE NINETY-FOURTH GENERAL
6   ASSEMBLY OF THE STATE OF ILLINOIS, that we urge Abercrombie &
7   Fitch to remove the aforementioned T-shirts from their stores
8   or we otherwise urge the public, and parents especially, to
9   boycott Abercrombie & Fitch, and urge stockholders to demand a
10   public   stand   against   their   merchandise   and   marketing
11   techniques promoting an obscene and degrading lifestyle, until
12   these products are removed from their stores and advertising of
13   this nature ceases.