

**“...We need some leaders to stand up and say, ‘Enough is enough. There are standards of behavior that we want to prevail in our society. There are levels of crime that we won’t tolerate in our society. There are self-destructive behavior that has got to stop.’”**

---Bob Herbert, NY Times columnist on

**It’s not avant garde...new...or innovative to sexualize children. Someone needs to tell thrill-seeker Klein that, unfortunately, it’s been happening for years. Calvin Klein has desensitized America to the commercial sexualization of children and youth. The stripping of Kate Moss represents the chiseling away of our willingness to protect children from exploitation, the exploitation of innocence and vulnerability—and making it sexual. Yes, Kate Moss is of legal age...now. But Klein and others like him admit her appeal is that she looks 14.**

We say we love our children, but we love ourselves more. We value children only as potential consumers, evidenced by the marketing tactics aimed at children, and the very use of these same children and childlike images to sell products to adults. The stripping of supermodel Kate Moss...the whole “little girl look”...the “baby doll trash”...the “Safe Sex Chic”...is totally unacceptable, especially in today’s society where NO ONE is safe.

But safety IS possible. It’s funny. The very magazines that say they serve women’s interests are the very ones that allow this skewed and disturbing image of women and children to thrive. The vulnerable will only be strong when America’s Number One Consumer stops supporting the industries and advertising sources that promote this irresponsible and dangerous image of women and children. Both dollars AND dissent can change the way the fashion and cosmetic industries, women’s magazines and entertainment world view women and children.

**Please contact me if you’d like additional information:  
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### **Sex for sale: The stripping of Kate Moss**



Playboy, 12/93

**“...The forbidden is titillating, of course, which is why the helpless young girl has always been eroticized for her tender age and shaky economic status...” New York Times**

## **It may be fashionable...but what about the children? The inappropriate use of sex and children in advertising.**

Calvin Klein has been on the cutting edge of fashion—and the tightrope of what is questionable and blatantly inexcusable—for years. His sexualization of children for dollars was taking place more than 10 years ago with the underage Brooke Shields—and is still here today.



Sexual Medicine Today, 4/82

1982



Vanity Fair, 10/92

1992

**“Nothing comes between me and my Calvin’s...”**

**What about a commitment to the safety and dignity of women and children...and zero tolerance for exploitative designers?**

...“Brooke Shields whose movies and Calvin Klein commercials have made her the teen sex idol..‘If my Calvin’s could only talk,’ she says, ‘I’d be ruined.’ Teri Shields, Brooke’s mother–manager: ‘I don’t mind Brooke being called a sex symbol, but “nymphet” and “Lolita” rub me the wrong way.’...Aware of child development, physicians know that teenagers are extremely concerned about being popular with their peers, about appearing attractive, and in one way or another, about testing their sexual attractiveness. Brooke Shields in her tight jeans defines sexual attractiveness for this generation...For physicians attempting to help teenagers and their parents through the critical process of allowing the teenager to establish his or her identity, Brooke Shields’ movies and career provide a starting point for discussion that can include the exploitative use of sexuality.”

---“Sexual Medicine Today”, Harry Henderson, 4/82

### **Some call it fashionable...we call it irresponsible. The misuse of sex and child-like images to sell products.**

Klein’s *Obsession* with the public sexualization of underage girls is disturbing...and dangerous. Of the 683,000 forcibly raped in one year: 61% are younger than 18; 29% are under 11.

**“Jeans are about sex,” says Calvin Klein. “The abundance of bare flesh is the last gasp of advertisers trying to give redundant products a new identity.” The News and Observer**

## The stripping of Kate Moss: High fashion takes high risk by using blatant sex in advertising.

“Fashion shows have turned into skin shows. In the old days, top models didn’t have to take it all off to earn top dollar. But today, most every famous face is baring her buns...Now seasoned fashion observers and retailers grouse that designers have finally gone too far with displays of nudity. And some models aren’t thrilled with these sheer fashion fantasies.”

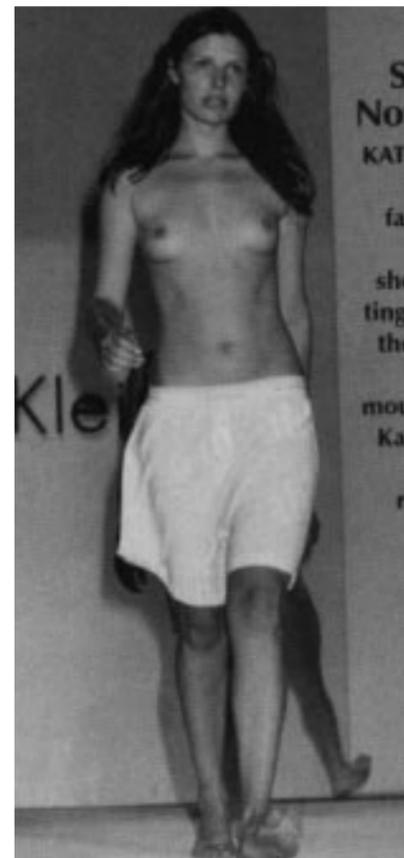
---“Wearing less and showing more”, USA Today, 11/19/93

“...(model) Karen Alexander, 27, was appalled at what some models weren’t wearing at the shows: ‘I would see these girls and think, my God, how could they do it? I don’t think I could. I would feel too exposed.’”

---“Wearing less and showing more”, USA Today, 11/19/93



Playboy, 11,/93



Playboy, 12,/93

“Many observers feel that fashion collections have begun to turn into strip shows vying for press. Models have become nothing more than high-paid strippers as they parade in front of hundreds of people wearing nothing but the Fashion Emperors’ new clothes. ‘I love sheerness when it has a sense of shyness and modesty,’ says Haysun Hahn of Promostyl, a trend-spotting agency in New York. ‘But when it’s overt, it is animalistic and rude to women. This is not the time for it.’ Dean is also dismayed at the amount of nudity now on the runways. ‘It’s not what we need to be doing. It makes us look ridiculous.’” \*

\*Marjorie Dean is with the Tobe Report, a fashion retail advisory agency

---“Designers short on discretion”, Elizabeth Snead, USA Today, 11/4/93

“...Most of the models were far too young to remember Andy Warhol’s promised 15 minutes of fame, so they happily settled for 15 seconds as they walked down the runway, reveled in the attention from the photographers, waved at friends and exited...Many of the **young models** were uninhibited about exposing their bodies.\* The men modeling swimsuits and briefs didn’t bother with athletic supporters, giving new meaning to the term ‘letting it all hang out’. A surprising number of women modeled sheer outfits that exposed pretty much everything not covered by black G-strings, Klein’s single concession to modesty. One female model even went topless, wearing what Klein’s program described as a ‘black cotton classic brief.’”

---“Fashion show takes a turn: Klein puts ‘real’ models in real clothes”, Mary Gottschalk, The News & Observer, 11/4/93

\* More accurately, public sexual display was a requirement by Klein for employment

## Ranked Number One Worst Ad of 1991:

“The characters in Klein’s ads live in a world of erotic obsession and pathetic illusion. Calvin’s idea of a rock musician is a mincing model on a Harley-Davidson; sensuality is a statuesque nude male in the shower with a pair of jeans draped over his crotch. In the October Vanity Fair, Klein took a step over the line with a sleazily erotic 116-page magazine insert for his jeans. What difference does it make which brand they are if you never have them on?”

---“Best of 1991 Advertising...And the Worst”, Time, 1/6/92

“...a steamy, 116-page ad in last October’s trendy Vanity Fair magazine did not increase sales of Calvin Klein jeans...Unfortunately, when a cutting-edge guy like Calvin Klein gets so out of touch, it’s usually time to write his 11th chapter...So, listen up, Calvin: Those tight jeans are a problem. You know what people like now? Pleats. They really make it so much easier to get on a Harley. And, come on, naked women do not sell clothes. You can’t even use sex to sell sex anymore.”

---“News flash: Sex doesn’t sell anymore, Nobody cares what comes between you and your Calvins.”, Joe Urschel, USA Today, 5/12/92

“...four key executives abruptly quit the company’s in-house advertising agency...The failure of the campaign, featuring sultry actress Carre Otis, comes at a time of mounting backlash against sex in advertising. For example, beer companies, in an effort to recruit more women drinkers, have been turning away from commercials showing scantily clad femmes fatales. Most recently Stroh Brewery Co.’s shelved its much-maligned Swedish Bikini Team.

---“Klein Jeans’ Sexy Insert Didn’t Spur Sales”, Teri Agins, The Wall Street Journal, 5/5/92

“...Posner notes that men in ads have become more ‘objectified’ in recent years, where objectification connotes, ‘passivity, vulnerability, and property. In its most extreme form it alludes to victimization.’ Objectification is something that has traditionally been associated with the portrayal of women, and not with the portrayal of men. Posner asks whether the trend toward objectification of men, ‘reflects equalitarian ideology or part of the burgeoning elaboration of the commodification of sexuality.’ Her examination of the issue leads her to the conclusion: ‘The new style of male eroticism has little to do with sex-role liberation and much to do with the increasing commercialism of sexuality. In short, if men are being more eroticized and objectified, then women are as well...the gender gap is not really changing. Rather, it would appear, we have merely upped the ante.’”

---Gender & Violence in the Mass Media, George Spears & Kasia Seydecart, 1993



All photos above from Vanity Fair, 10/91

“...designers have finally gone too far with displays of nudity... Fashion shows have turned into skin shows.” USA Today

“A society that values artefacts more highly than human beings has gone seriously wrong.” Guardian Weekly

“Call it the Madonna factor. The Calvin Klein quotient. The Demi Moore mentality. It is flesh and flesh is selling fashion...Some say that in this age of AIDS, advertisers are using idealized nudity as a way to sell sex without actually selling sex...And finally, the more cynical observers say **the abundance of bare flesh is the last gasp of advertisers trying to give redundant products a new identity.**”

---“Selling more than clothes: A little skin—a whole lot of attitude”, Robin D. Givhan, The News & Observer, 3/12/93

“...the body is fragmented, cut up by the frame. In our society, only one convention of partial framing in visual images is generally regarded as an adequate substitute of bodily part for whole: this is the portrait. The face stands in for the person's whole being...an abstracted bodily part other than the face may be regarded as an expropriation of the subject's individuality. In consequence, the tendency of some pornographic photographs to isolate bits of bodies may be read as a gesture of dehumanisation.”

---The Power of the Image, Annette Kuhn, 1985

“Klein's campaigns have been recognized as avant-garde and artistic as well as scandalous’... maintains Sidney Levy, chairman of Southwestern University's graduate marketing department. ‘He is one of those leading-edge people who presses at the boundaries of what is acceptable. His ads violate taboos, they use vivid looks at things we are not supposed to see.’”

---“Can Calvin Klein Escape”, Linda Grant, Los Angeles Times Magazine, 2/23/92

**“...People have had enough, and they're scared. They don't want any more earnest palpitations about artistic freedom. They want responsible action.”**

---“At a cultural crossroads”, John Leo, US News & World Report, 12/20/93

“Kate, 19, hooks up with Nick, her 16-year-old brother. They'll be costarring in print ads for Calvin Klein. About things all in the family, Klein says, “There's something good and warm about having a brother and sister portray my clothes.”

---“The Moss Posse: Nick and Kate's brother-sister act”, Mademoiselle, 9/93



Vanity Fair, 10/91



Mademoiselle, 9/93



USA Today, 10/26/93

**“...1963 in America: anything was possible. 1993 in America: anything goes. If you've had enough, you're not alone.”**

---Connie Chung, “Eye to Eye”, 11/11/93

“Collection week left fashion industry observers wondering if designers had lost their minds. Why would they think that smart women who work hard to afford high-priced clothes would be dumb enough to turn up at the office wearing see-through clothing? Have they ever heard of sexual harassment? Have they ever walked by construction zones?

‘Unfortunately, the designers did themselves an injustice,’ says Sheila Kamensky of Rich's department store in Atlanta. ‘We all wish the shows had been a little more realistic...You can bet your bustier that Vogue editor Anna Wintour isn't going to work in chiffon shirts and gauze minis. She wears serious clothes that make a powerful personal statement, not a come-on to corporate on-lookers.’”

---“Sheer madness reigns at spring shows”, Elizabeth Snead, USA Today, 11/10/93

“Most anorexic moment: Karl Lagerfeld's Chanel finale featured bone-thin models in shockingly sheer dresses as late bulimic singer Karen Carpenter's ‘Sing’ played...”

Strip show moment: Saint Laurent's hip-hugging fringed mini worn by a model without undies who kept twirling a lot.

Strip show moment II: At Chanel, supermodel Cindy Crawford wore nothing under a sheer black evening gown that ended just below her crotch. Nothing. Got that?

Strip show moment III: Superwaif Kate Moss went topless in just a micro-miniskirt for British designer Vivienne Westwood.”

---“Style Wars: Dainty vs. Disheveled, Show-stopping moments”, Elizabeth Snead, USA Today, 10/18/93

“Marciano says he is proud that his ads use real men—real cowboys, ranchers, truck drivers, and an actual matador. ‘My field is day-to-day street life,’ he says. ‘I don't want to create fake pictures.’ Women, however, are another matter: **‘We always use models. It's difficult to find real women who fit what we're trying to say. Real women, they aren't as cooperative as real men.’**”\*

\*Paul Marciano, Guess executive for advertising

---Backlash, Susan Faludi, 1991

“Portraits of humiliated or battered young women passed muster with the Marciano censors, but depictions of adultery might disturb the sanctity of the family. Instead, that season, Guess substituted an ad campaign with cowgirls sucking on their fingers. They gazed into the camera with startled and vulnerable doe eyes. Bambis before the hunters.”

---Backlash, Susan Faludi, 1991

“The cover blurbs promise women “Surprising Tips for Sharpening Your Lovemaking Skills” and “Great Places to Meet a Mate.” They herald “The Latest, Truest Update on What to Eat and Avoid,” luring women who worry about their weight. Readers snap up more than 7 million copies a month of magazines with headlines like those. Yet what those circulation figures don't reveal is how women feel after reading publications such as Cosmopolitan and Glamour, according to a Palo Alto, Calif. social psychologist... Overwhelmingly, the women in the study said they felt worse about their bodies and looks after reading the magazines, says (Debbie) Then, who started the research while still a graduate student at Stanford...‘On one level, they know that the photos are unrealistic, but they're still affected by them.’”

---“Read ‘em and weep, women: Magazines entice, then lower self-esteem”, Donna Kato, The News & Observer, 3/9/93



Harper's Bazaar, 7/93

Allure, 1/93



People, 9/20/93



Harper's Bazaar, 7/93



Vogue, 12/93



Harper's Bazaar, 7/93

**“...As a society, we're more concerned about money, being entertained and not rocking the boat.” Coalition for the Safety of Our Daughters**

**“Models have become nothing more than high-paid strippers...” USA Today**



Vanity Fair, 11/92

“Jeans are about sex,” says Calvin Klein. Klein’s advertising is about the reckless misuse of sex and child-like images to sell jeans. Women who support Klein and those like him may be financing their own oppression and contributing to the victimization of children.

“...a society that loses its sense of outrage is doomed to extinction.”

---Bernard Goldberg quoting an NY judge on Connie Chung’s “Eye to Eye”, 11/11/93



Vanity Fair, 11/92

“Fashion and flesh merged. It became hard to tell the difference between fashion magazines, featuring more flesh, and Playboy, featuring more fashion...But there’s no escaping the fact that today’s fashion role models are very small, very thin, very expressionless **little girls**...Even when she’s barely dressed, Moss’ face is vacuous. Not a thought in the world. Not even a desire. She goes topless for Calvin Klein’s ads, but her champagne glass itty-bitties seem prepubescent innocent, not sexy. ‘She’s almost presexual,’ says Fabien Baron, creative director for Harper’s Bazaar. ‘She has no concept of her own sexuality.’ **Thus the theory that fear of AIDS has made this new appearance of inexperience--innocence, purity and virginity--very appealing. Safe Sex Chic?**”

---“Wispy fashions demand wispy models”, Elizabeth Snead, USA Today, 1993



People, 9/20/93

Safe sex chic is what? Sex with children? Where is the outrage?

“You musta been a beautiful baby--too bad you didn’t save your kiddie clothes. Now you’ll have to rush out and buy new pacifiers, pretty little party dresses, baby-doll smocks, ankle socks and rhinestone tiaras...To put it bluntly, nothing for the office, plenty for preschool.”

---“Anna Sui anti-fashion look is oh-so-kiddie”, Elizabeth Snead, USA Today, 11/5/93



USA Today, 11/5/93

“The media must begin to accept responsibility for the material it presents. It must start to monitor itself. Aggression is almost a constant feature of North American television, film, rock music, cartoons and comics. Worse, violence is often fused with sexuality and contempt for women. When children are inundated with these messages day after day, their attitudes are moulded in a manner that makes them more vulnerable to the extended lies of pornography...A society that permits public expressions of contempt for women can only expect that women will be victimized.”

---Criminal Neglect: Why Sex Offenders Go Free, Dr. W.L. Marshall & Sylvia Barrett, 1990

“On television, Calvin Klein commercials for *Essence* and *Obsession* exude an S/M texture, sometimes in color and sometimes in stark black and white, alluding subtly or not so subtly to the sexiness of power. Ads for Guess jeans often portray women adopting an implicitly sadomasochistic pose: as sociologist Ruth Sidel recently elaborated, Guess’s magazine copy shows young women either mounting or leaning at the feet of young men who seem to be ‘calling the shots’.”

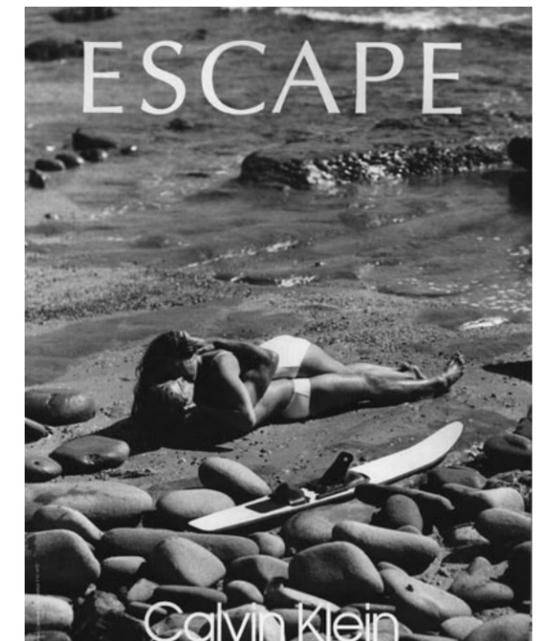
---Sadomasochism in Everyday Life: The Dynamics of Power and Powerlessness, Lynn S. Chancer, 1992



Playboy, 3/88



Harper’s Bazaar, 2/93



Cosmopolitan, 5/93

“...today’s fashion role models are very small, very thin, very expressionless little girls...Even when she’s barely dressed, Moss’ face is vacuous...” USA Today

“The media must begin to accept responsibility for the material it presents...” Criminal Neglect: Why Sex Offenders Go Free

“At present, mainstream popular culture force–feeds us a steady diet of stories of domination and violation, which leaves us starved for stories that foster hope for ourselves and our future...”

---Transforming a Rape Culture,  
Buchwald, Fletcher & Roth 1993

“Through the ‘80s, the designer kept things pumped with his smoldering perfume ads. The suggestion of sex reached a feverish pitch with his Obsession ads featuring nude, health–spa carved bodies...In Klein’s latest sex–charged ad campaign, Mark shares the limelight with Kate Moss, a 17–year–old waiflike child–woman who models with him. Both are bare–chested. Why? ‘In my imagination I’m sure there are times women wear jeans and don’t have tops on,’ Klein says.”

---“Selling undies to the MTV generation”,  
Trish Donnally, The News & Observer, 12/13/92

“...Like a piece of fruit, they are cheaper for being slightly damaged; like all little girls, they seem easier to manipulate than grown-up women...”

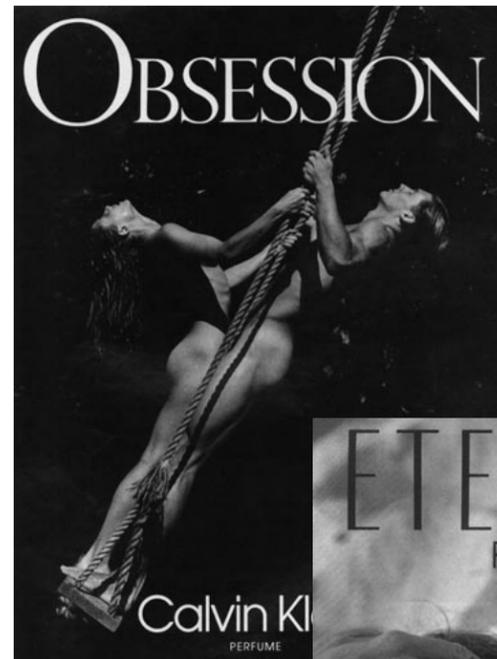
---New York Times



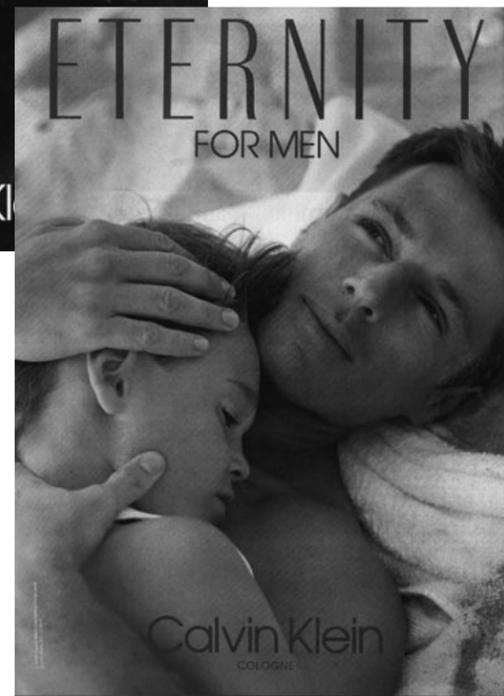
Harper's Bazaar, 12/92

“...to significantly decrease our rates of male violence, we must begin to treat American children as a precious national resource rather than a commercial market...The brutality of everyday life continues to confirm the necessity for caring men and women to confront inhuman acts that cloud and prevent wholesome development. Much of what is defined as sexual ‘pleasure’ today comes at the terrible expense of girls and often boys. To walk Times Square or any number of big city playgrounds after dark is to view how loudly the popular, throwaway culture has trapped, corrupted, and sexually abused too many of our children.”

---Transforming a Rape Culture,  
Buchwald, Fletcher & Roth, 1993



Cosmopolitan, 4/92



Playboy, 3/91

“...But pornography is, after all, only an exaggerated and blatant expression of the antifemale and antichild sentiments that pervade the media, particularly advertising. Half–naked women lounge over the latest–model cars, hang on the arms of men who drink a particular beer, lie at the feet of men who use a certain after–shave, and chase down the street after men wearing a popular brand of jeans. Some advertisements are even more degrading...The sexual images pervasive in much advertising convey essentially the same message as pornography: women and children are the servants of men’s desires, and for the most part, they wish to be.”

---Criminal Neglect: Why Sex Offenders Go Free,  
Dr. W.L. Marshall & Sylvia Barrett, 1990

“Why is it so important? And can anything be done? It is important because ‘soft kiddie porn’ is contributing to the problem of child sexual abuse. It is condoning the use of children in inappropriate sexual contexts. It is desensitizing the public and setting new standards for what is acceptable. It is strengthening the argument of paedophiles that children are asking for sex. **It is exploiting and dehumanizing children without their informed consent. It is glamorizing children as sexual objects. It is saying to children that adults agree with the idea of them being sexualized. It is suggesting to other children that this is a desirable way to be portrayed. It is undermining the fabric of childhood: children should be protected, loved and nurtured, not used and abused.**”

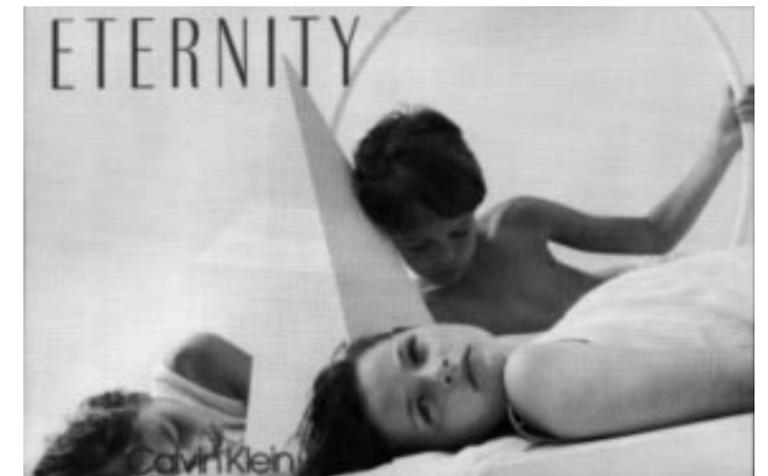
---Pornography: Women, Violence & Civil Liberties, Catherine Itzin,  
“Images of Children in the Media”, Michele Elliott, 1992

“Most people will never encounter hard–core child pornography. Without doubt it would disgust and horrify them. The images of small children and babies, looking helpless, being degraded and assaulted by adults are beyond the wildest imagination. Child pornography is easily condemned. Yet we are now seeing daily images of children being used as sexual objects to sell products: everything from nappies, clothes and baby foods to perfume, posters, greeting cards and records. While more advertisers are careful to portray children as children, **some have stepped over the bounds...Society cannot claim to abhor the sexual abuse and exploitation of children (or women) in pornography and yet allow the portrayal of children (or women) as sexualized objects in the popular press and in advertising. It is alarming that we are becoming used to seeing children overly made up and posed in provocative ways.**”

---Pornography: Women, Violence & Civil Liberties,  
Catherine Itzin, “Images of Children in the Media”, Michele Elliott, 1992



“Showing Too Much, Too Soon”, Mary Talbot,  
Newsweek, 4/26/93



Vanity Fair

“More than anything else, I believe **our society should be hell-bent on preventing the creation of victims.** But we’re not. As a society, we’re more concerned about money, being entertained and not rocking the boat.”

---Patricia Herdman, co–founder,  
Coalition for the Safety of Our Daughters, 6/1/93

“**A society that values artefacts more highly than human beings has gone seriously wrong.**”

---“Liberty has got to mean responsibility”,  
Melanie Phillips Guardian Weekly, 3/21/93

“..It is alarming that we are becoming used to seeing children overly made up and posed in provocative ways...” Images of Children in the Media

“It is glamorizing children as sexual objects...” Images of Children in the Media

**“His ads violate taboos, they use vivid looks at things we are not supposed to see...”**

**—Los Angeles Times Magazine**

“In a culture where images generally wield more power than words, the public has become accustomed to the child-woman (a.k.a. the waif, a near-ubiquitous form seen in fashion magazines for almost a year) as the mascot of backlash, the leading signifier that strong women provoke deep uneasiness among certain people. Yet the reaction to these particular pictures has been intense. Accusations that they toy with child pornography have been leveled by a bevy of British psychotherapists and magazine editors. The Independent, the London newspaper, criticized the outfitting of Moss in what it called ‘see-through knickers reminiscent of sex shop merchandise’. And what, exactly, are these pictures? Are they, as the photographer insists, an attempt at documentary fashion? Are they just part of the waif continuum? Or are they an attempt at not just child pornography but some sort of class porn, that is to say, the eroticizing of the low-rent girl?...”

“...All are images of the child-woman, fragile and vulnerable to the point of breaking. Like a piece of fruit, they are cheaper for being slightly damaged; like all little girls, they seem easier to manipulate than grown-up women...The forbidden is titillating, of course, **which is why the helpless young girl has always been eroticized for her tender age and shaky economic status.**”

---“Victims of fantasy”, Elizabeth Kaye, New York Times columnist, The News & Observer, 6/9/93

**“Why can’t we develop the principle of freedom with responsibility? Why are we so reluctant to face up to the fact that our behaviour has consequences for other people...”**

---“Liberty has got to mean responsibility”, Melanie Phillips, Guardian Weekly, 3/21/93

Glamour, 11/93



Harper's Bazaar, 2/93



Vogue, 3/91



Vogue, 10/92



Harper's Bazaar, 3/93



Vanity Fair, 11/92



Vogue, 12/93



Harper's Bazaar, 10/92



Vanity Fair, 11/92



Mirabella, 12/93

**“In my imagination I’m sure there are times women wear jeans and don’t have tops on,’ Klein says.” The News & Observer**

**“But pornography is, after all, only an exaggerated and blatant expression of the antifemale and antichild sentiments that pervade the media, particularly advertising...” Criminal Neglect: Why Sex Offenders Go Free**