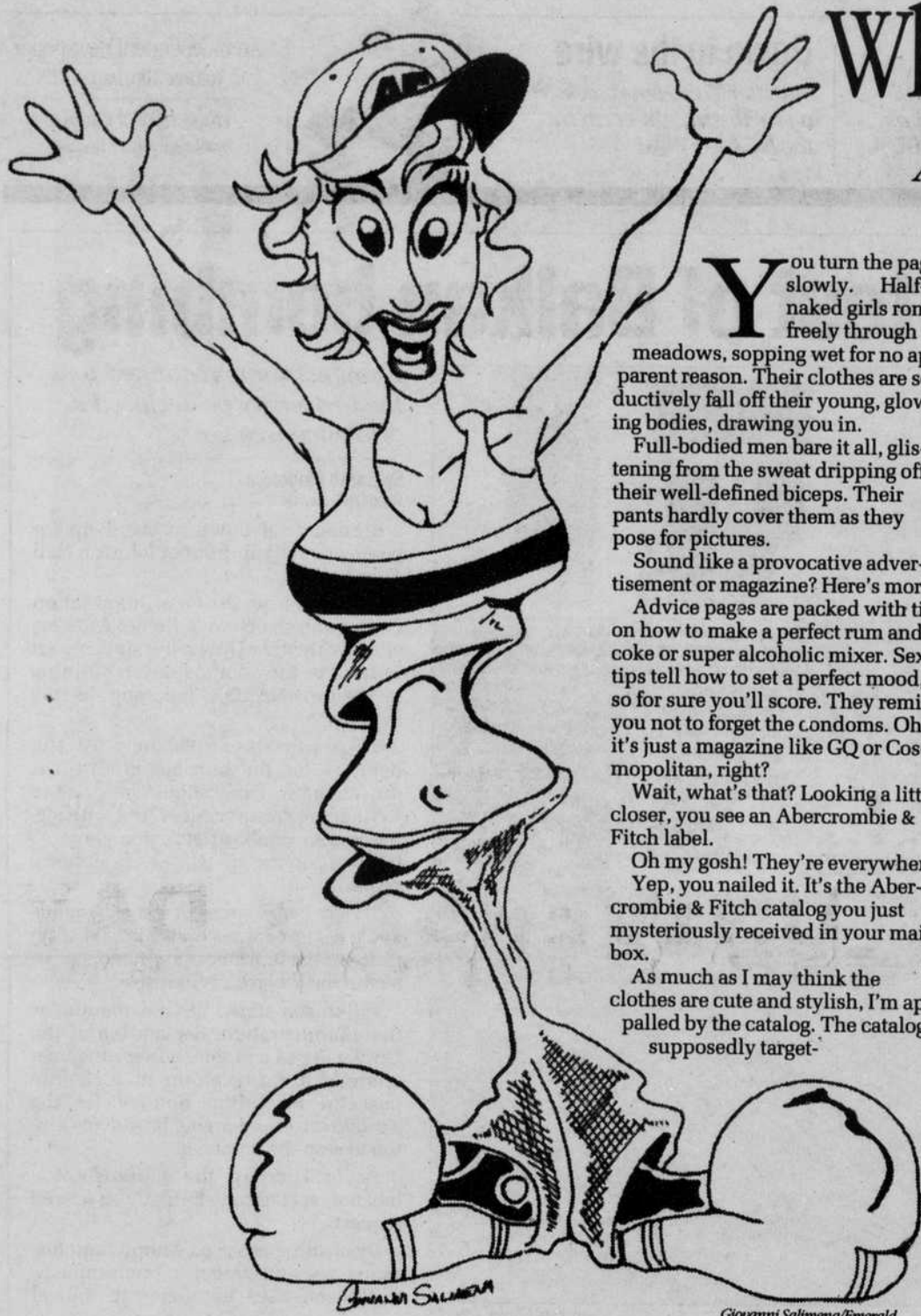


PERSPECTIVES



What are they \$elling?

Abercrombie & Fitch's image is too fast for its target audience

You turn the pages slowly. Half-naked girls romp freely through meadows, sopping wet for no apparent reason. Their clothes are seductively fall off their young, glowing bodies, drawing you in.

Full-bodied men bare it all, glistening from the sweat dripping off their well-defined biceps. Their pants hardly cover them as they pose for pictures.

Sound like a provocative advertisement or magazine? Here's more:

Advice pages are packed with tips on how to make a perfect rum and coke or super alcoholic mixer. Sex tips tell how to set a perfect mood, so for sure you'll score. They remind you not to forget the condoms. Oh, it's just a magazine like GQ or Cosmopolitan, right?

Wait, what's that? Looking a little closer, you see an Abercrombie & Fitch label.

Oh my gosh! They're everywhere! Yep, you nailed it. It's the Abercrombie & Fitch catalog you just mysteriously received in your mailbox.

As much as I may think the clothes are cute and stylish, I'm appalled by the catalog. The catalog is supposedly target-

ed to preteen and teen-age girls and young men. However, it promotes underage drinking and promiscuity.

At first I didn't really mind it. I would glance through it, pointing out a good-looking fellow or a cute top, but when the winter 1999 issue fell into my hands, I was disgusted.

The inside pages instructed these young subscribers (\$12 for four issues) to light the candles, bust out the fuzzy orange shag rug and get

down and dirty with the next one who happened to make it into the bedroom. It instructed where to keep the condoms: on the floor, next to the bed — you know, where a normal 12-year-old would keep her condoms.

Trying to be cute and trendy, the catalog provided a list of nonalcoholic drinks to guzzle when the parents were around, immediately followed by a subheadline something along the lines of "What to Mix When Mom Is Away." This included a variety of mixed drinks that any sixth-grader should enjoy.

The images showed six girls in a bed, three on either side of an obviously satisfied male; almost-naked, we-just-had-sex couples on sailboats; and a bunch of wet kids grabbing at each other on a sea-foamy coastline.

Apparently, the Abercrombie & Fitch catalog and advertisement team's goal is to produce active, out-there everyday activities that promote the clothing in a positive atmosphere.

Uh-huh.

The catalog uses next-to-nothing skinny girls standing next to muscular men. Their hip bones jut out right and left and their clothes are falling off. This presentation of women puts a false ideal in a young girl's eye.

Compared to other teen catalogs, such as Delia's and Alloy, which use average teen girl models in "normal" teen poses, the female models in the Abercrombie & Fitch catalog end up looking frighteningly skinny and submissive.

The male models look much older and are all the well-built, athletic types. This too presents a negative stereotype that men want little girls.

Abercrombie & Fitch should be ashamed for the messages it's sending out to readers.

I was ecstatic with anti-Abercrombie & Fitch fliers tacked around campus last week. Someone else was actually peeved.

So, next time you're flipping through the Abercrombie & Fitch catalog, picking out which model you wouldn't mind being stuck in an elevator with or circling the clothes you're going to order, do a double take and look at the catalog in a different way.

Or, if you're still bored with that, go ask your 12-year-old cousin what she's up to. She just got a new shirt from Abercrombie, and maybe she has a new, more seductive way to do shots that you and your college chums can try.

Amy Goldhammer is a columnist for the Emerald. Her views do not necessarily represent those of the newspaper.

Opinion



Amy Goldhammer

Letters to the Editor

Dixon should resign

I have just read the letter written by Michael Dixon as a response to his predicament (ODE, May 11). I am offended as an Oregon taxpayer and as a former student senator at an eastern college.

Michael Dixon admits to being a thief, to stealing from the very people he claims to want to lead, from every person who entrusted an elected position to him. He whines about the Emerald checking into a candidate's past and blames the newspaper for each and every one of his problems. The voters on campus have a right to know if a candidate is a thief, a liar, a cheat or a fraud. He proved to be one. He needs to realize he has been given a true break by not having to go and spend time in prison for his criminal actions.

He needs to grow up, take responsibility for his actions and most importantly, if he wants to lead, he needs to resign. He surely does not hold the trust of his constituents or fellow senators and deludes himself into believing he is a victim, not a thief. He no longer has the right, nor does he deserve the right, to represent anyone. He claims to want to show that he is and wants to continue to be a community leader. He is not a community leader and never will be. He is a disgrace and an embarrassment. He is

also very naive and foolish. It's time to wake up, Dixon, and it's also time to do the right thing, which is resign.

J. Mason Carver
Eugene

Letter to a senator

Dear Senator Dixon:

So you received a slap on the wrist and get to retain your senate seat. A spade is still a spade, and you're still a convicted felon (ODE, May 11). Don't try to turn the validity of background checks around on the Emerald. For if there were a background check for candidates, you wouldn't have been allowed to run.

I hold student government officers to a higher standard than the general population. I'm sure our fellow students on this campus feel the same. Let me remind you that you're a thief. You also violated Bean Complex residents. Someone in a position of authority entrusted you with the complex keys. In turn, you treaded on that individual's good faith. Finally, you have figuratively raped your constituency — the student body.

Take accountability for your actions. Don't blame the Emerald. You made the conscious decision to steal \$5,000 worth of University property. If the Computing Cen-

ter didn't catch you logging onto a stolen computer, you could have gotten away. I don't believe that you're sorry for your actions. I highly encourage you to begin rebuilding your character — away from the confines of the student senate.

Joseph Nicholls
Geography

Placing blame

You've got to be kidding me, Dixon! How dare you try to point the finger at the Emerald for your mistakes. Is it so outrageous the Emerald thinks you should step down after being convicted of stealing more than \$5,000 worth of equipment from the school you are supposed to be representing? I think not.

You ask who really wants you to quit the senate. I do. Do you really think that you would have had the backing of the students if they would have known that you are a felon? I hope the business students of this University would have more sense than to elect someone who obviously is looking out for his own best interests before those of the students he represents.

Then you have the audacity to attack the Emerald for coming forward with the findings of its background check. You're forgetting one very important point: You commit-

ted a crime! You got caught with your hand in the cookie jar and now you want to put the attention on the Emerald to take the heat off yourself. Not a bad idea there, Mikey.

The Emerald has come under fire these past months for printing tasteless articles, so why not take that anti-Emerald sentiment and try to cover up the fact that you screwed up — big time. I don't agree with the majority of what the Emerald prints, but they were right on point when they printed the article about you and your misadventures in theft and burglary.

And one more thing: How the hell did you escape any jail time for stealing more than \$5,000 worth of goods? I guess being a student senator does have some perks.

Casey Holdahl
Pre-Journalism

LETTERS POLICY

The Oregon Daily Emerald will attempt to print all letters containing comments on topics of interest to the University community. Letters must be limited to 250 words. The Emerald reserves the right to edit any letter for length, clarity, grammar, style and libel. Letters may be dropped off at EMU Suite 300.