

STATE OF OKLAHOMA

2nd Session of the 48th Legislature (2002)

HOUSE

RESOLUTION HR1038

By: Coleman and Calvey

AS INTRODUCED

A Resolution urging the public to boycott Abercrombie & Fitch; urging stockholders to make a public stand against certain ANF practices; and directing distribution.

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

WHEREAS, Michael Jeffries became ANF's Chief Executive Officer in 1992, and began to change the focus of the company; and

WHEREAS, some of ANF's 261 retail stores are in Oklahoma including stores in Edmond, Norman, Tulsa, and Oklahoma City; and

WHEREAS, ANF's targeted consumer groups are youths, teens, and college-age young adults; and

WHEREAS, ANF admittedly promotes a lifestyle, not just clothing; and

WHEREAS, past ANF quarterly catalogues have mocked religion and have featured full and partial male and female nudity, casual drug use, underage drinking, narrative accounts of oral sex, sexual intercourse, homosexuality, and sadomasochistic abuse; and

WHEREAS, on November 17, 1999, Attorney General Jennifer Mulhern Granholm of the State of Michigan sent a "Notice of Intended Action" to ANF, ordering it to "immediately cease and desist selling or disseminating this material to Michigan minors; and

WHEREAS, in December 1999, the City Council of Chicago, Illinois, passed a resolution imploring "the public, and parents especially, to boycott ANF", and further urging stockholders "to

demand a public stand against advertising of this nature. . . until advertising of this nature ceases"; and

WHEREAS, ANF now places its quarterly in shrink wrap with a parental warning label so it can feature more sexually explicit articles and pictures; and

WHEREAS, Oklahoma needs to send Abercrombie and Fitch a message that the citizens of this state believe in a level of moral decency which far exceeds that conveyed in ANF's catalogues; and

WHEREAS, the Legislature has tried in the past to protect the children of Oklahoma from this type of literature by the enactment of harmful to minors laws.

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE 2ND SESSION OF THE 48TH OKLAHOMA LEGISLATURE:

THAT the House of Representatives urges the public, and parents especially, to boycott Abercrombie and Fitch, and urges stockholders to demand a public stand against their marketing techniques promoting an obscene lifestyle, until advertising of this nature ceases.

THAT a copy of this resolution be distributed to the Abercrombie and Fitch Corporate Headquarters and to each Abercrombie and Fitch store located in this state.

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