

APAN turns the other cheek to American Apparel FEBRUARY 2010

The problem:

In February, we learned that American Apparel was asking folks to upload pictures of their butts to compete for the honor of being voted the "Official Amateur Ass of American Apparel." We didn't find this prospect empowering, but sadly, many women did comply.

So we decided to turn the other cheek, asking our friends and colleagues to send in photos of their own butts, accessorized with messages to CEO Dov Charney and all the other asses who work at American Apparel.

You can see some of our handiwork here:





The result:

Within months, American Apparel was at the brink of bankruptcy. It was saved by some "restructuring" deal with its bank.