

# **Ethique et communication : American Apparel**

## **Les images de ses campagnes publicitaires provoquantes**

Par Benjamin Lisan, le 17/11/2020



**Made in Bangladesh.**

**Meet Maks.**

She is a merchandiser who has been with American Apparel since 2010. Born in Dhaka, the capital of Bangladesh, Maks vividly remembers attending mosque as a child alongside her conservative Muslim parents. At age four, her family made a life-changing move to Marina Del Rey, California. Although she suddenly found herself a world away from Dhaka, she continued following her parent's religious traditions and sustained her Islamic faith throughout her childhood. Upon entering high school, Maks began to feel the need to forge her own identity and ultimately distanced herself from Islamic traditions. A woman continuously in search of new creative outlets, Maks unreservedly embraced this photo shoot.

She has found some elements of Southern California culture to be immediately appealing, but is striving to explore what lies beyond the city's superficial pleasures. She doesn't feel the need to identify herself as American or Bangladeshi and is not content to fit her life into anyone else's conventional narrative. That's what makes her essential to the mosaic that is Los Angeles, and unequivocally, a distinct figure in the ever-expanding American Apparel family. Maks was photographed in the High Waist Jean, a garment manufactured by 23 skilled American workers in Downtown Los Angeles, all of whom are paid a fair wage and have access to basic benefits such as healthcare.

Made in USA—Sweatshop Free  
Operated by Dov Charney

**American Apparel**

American Apparel

← En mars 2014, soit à peu près un an après l'effondrement du Rana Plaza, American Apparel affiche une jeune femme topless, avec la légende "Made in Bangladesh". La jeune femme Maks, née à Dacca, est de confession musulmane et vit en Californie depuis l'âge de 4 ans. American Apparel, en plus de titiller certaines sensibilités en faisant poser cette femme nue, vise surtout dénoncer les conditions de travail des ouvriers textiles du Bangladesh. Elle en profite pour mettre en avant ses propres pratiques: tous les vêtements sont fabriqués à Los Angeles.



**American Apparel®**

# Transexxy! Model Open Call

American Apparel is  
looking for Transgendered/  
Transsexual models.

Ages 16 and up.  
No experience necessary.  
Wear simple, fitted clothing  
that exemplifies your  
personal style and no visible  
makeup, or hair products.

See comments  
for details!



# Meet Ray.

He was formerly known as “Renee”. Ray is a transgender for about 2 years now. He is 20, in his last year of university of California. He is originally from a small town in the Southeast, but has always aspired to move to a bigger, urban, culturally vibrant city. Ray is double majoring in physics and visual art. He also has a minor in philosophy. He has traveled to France, for one year exchange. He is also part of global student run organization that instills social entrepreneurship in local and global communities. He has a blog that addresses social issues centering around transgender struggles. He is from east-asian ethnicity, and is very interested in Japanese design and street fashion. Ray’s signature piece



# LGBT PRIDE 2012!

Shop New LGBT  
Pride Tees!

---

15% of proceeds  
go to GLAAD

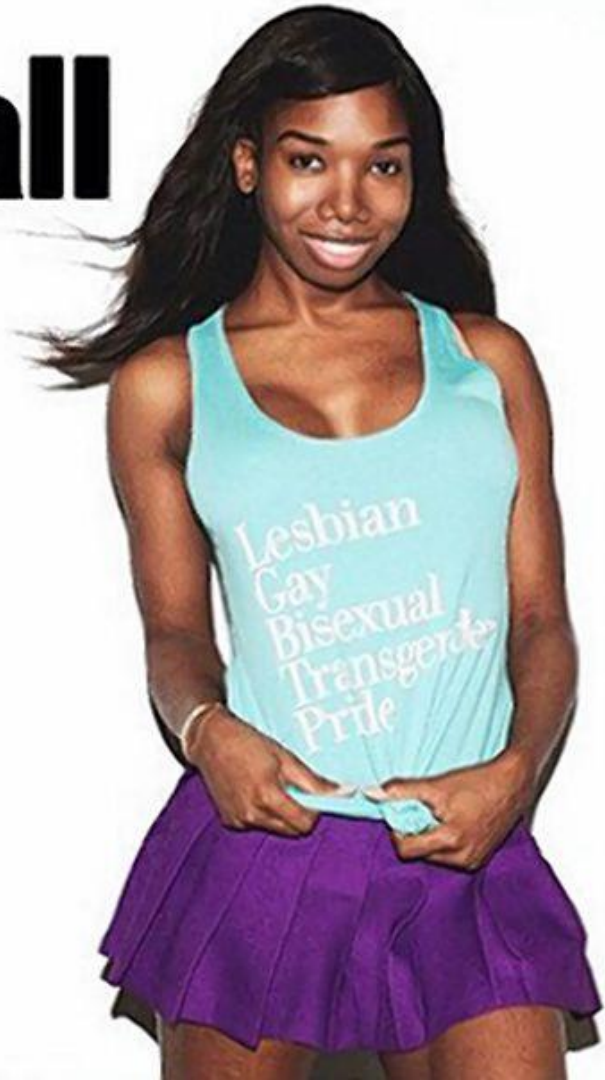


# Transexxy! Model Open Call

**American Apparel is  
looking for Transgendered/  
Transsexual models.**

**Ages 16 and up.  
No experience necessary.  
Wear simple, fitted clothing  
that exemplifies your  
personal style and no visible  
makeup, or hair products.**

**See comments  
for details!**



## Pleated Pants



**American Apparel®**

Model Location:  
Los Angeles, CA  
2014 Fall  
Photo: [unreadable]  
Not available for sale  
© 2014 American Apparel  
Made in [unreadable]  
[unreadable]

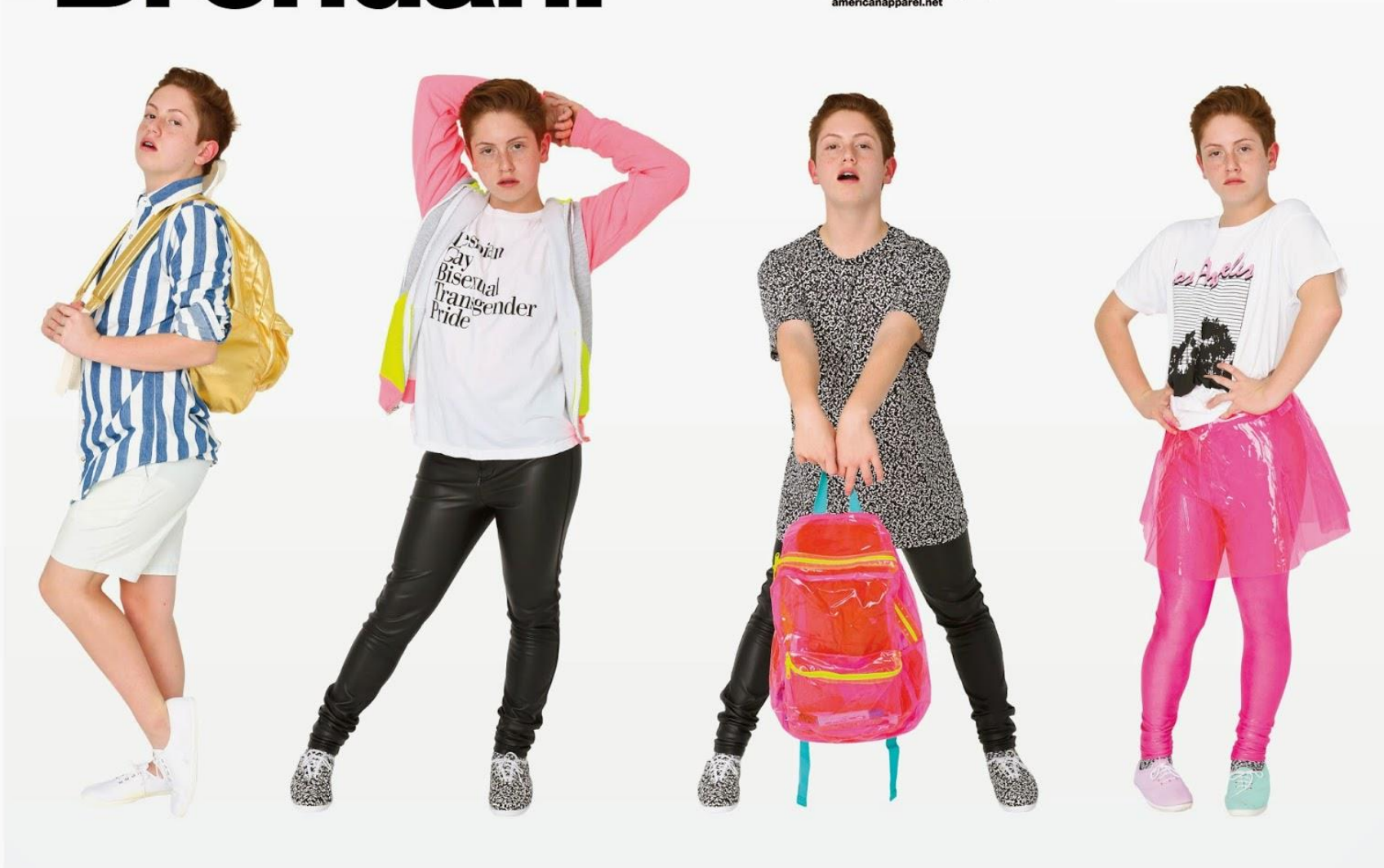


# Meet Brendan.

Brendan is from Las Vegas, Nevada. He's half Peruvian (his dad was born and raised in Peru) and he learned Spanish from his extended family that helped care for him. He enjoys taking photos, shopping and collecting Disney memorabilia. In the future Brendan hopes to have his own TV show and design a clothing line. His biggest inspirations are his great grandmother Lucy and Lady Gaga. We were inspired by Brendan after seeing his fearless act of spontaneity and applaud his efforts with the LGBTQ community. His favorite styles of ours include the Clear PVC Circle Skirt and anything high-waisted.

## American Apparel

Made in USA—Sweatshop Free  
[americanapparel.net](http://americanapparel.net)





# CELEBRATE PRIDE WITH GLAAD AND AMERICAN APPAREL

15% of the proceeds of all LGBT pride tees go to GLAAD.

glad  [glad.org/pride](http://glad.org/pride)

GLAAD





# Now Open

**Amsterdam Retail Location:**  
Noordermarkt  
Westerstraat 59-61  
1015LV Amsterdam  
Nederland

**Now Hiring:**  
Send a photo and brief letter  
if you're interested:  
amsterdam@americanapparel.net

**American Apparel®**

**Made in Downtown LA**  
Vertically Integrated Manufacturing

To learn more about our company,  
to shop online, and to find all store  
locations, visit our web site:  
[www.americanapparel.net](http://www.americanapparel.net)

# Shades of Nude



**American Apparel®**

# The New Athletic.



## Meet Ariel.

Ariel was born in Landstuhl, Germany but grew up in various parts of New York. She studied advertising and marketing communications at the Fashion Institute of Technology. She enjoys drawing, painting and reading comic books. Her dream is to become an elementary school art teacher because kids are her favorite artists. We approached her in one of our retail stores and were thrilled when she agreed to model for us.

**American Apparel®**



Meet the Queens  
in New York City



# Meet the Queens

American Apparel is thrilled to present a collaboration with three of our favorite performance artists: Willam, Alaska and Courtney Act.

This limited edition series celebrates each drag queen's talents and allure. All designs are printed on our Hammer T-Shirt. Made with a heavy jersey, this style gets softer with every wash.



## Courtney, Alaska & Willam American Apparel Ad Girls.



**Meet  
Courtney.**



**American Apparel**

**Meet  
Alaska.**



**American Apparel**







La marque a frappé très fort avec ce t-shirt qui brise plusieurs tabous d'un coup. Réalisé avec l'artiste Petra Collins, le T-shirt intitulé "Period Power" (le pouvoir des règles) représente un vagin, les règles et évoque aussi la masturbation féminine.

# Meet Iris.

She's a 25-year-old, half-Mexican, half-educated Content Advisor at American Apparel. Currently she's working on building our first stores in the Netherlands, and publishing our free monthly newspaper in Mexico City. She keeps herself busy on those intercontinental flights with good books and a pocket rocket. Her current read is "The Collapse of the Common Good: How America's Lawsuit Culture Undermines Our Freedom."



**American Apparel®**

To learn more about our company, to shop online, and to find all store locations, visit our web site: [www.americanapparel.net](http://www.americanapparel.net)

Made in Downtown LA  
Vertically Integrated Manufacturing



# Meet Sophie.

Italian and French Canadian, Sophie is currently a student in Montreal. She met an American Apparel employee on the street there, and was photographed the following evening.



## American Apparel™

Made in Downtown LA  
Sweatshop Free—Brand-Free Clothes

### Retail Locations:

**Echo Park**  
2111 Sunset Blvd.  
(corner Alvarado)  
(213) 484-6464

**Little Tokyo**  
374 E. Second St.  
(corner Central)  
(213) 687-0467

**West Hollywood**  
104 S. Robertson Blvd.  
(corner Third)  
(310) 274-6292

**Now Open—Hollywood**  
6922 Hollywood Blvd.  
(corner Orange)  
(323) 465-6312

**Los Feliz**  
4665 Hollywood Blvd.  
(corner Vermont)  
(323) 661-1407

To stay on top of new  
store openings visit our web site:  
[www.americanapparel.net](http://www.americanapparel.net)

American Apparel is 3,200 people  
earning a fair wage.

Designers, marketers, engineers,  
knitters, sewers, and  
administrators all working  
together out of a vertically  
integrated factory in downtown  
Los Angeles.

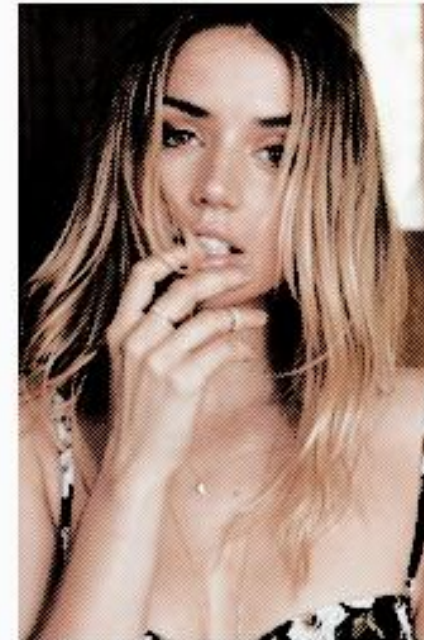
Thirty-five non-franchised stores  
worldwide with more on the way.  
Forty thousand wholesale clients,  
part of the family. One million  
garments served up each week.

Taking on the system.  
One T-shirt at a time.

Capitalism. Working.

# Meet Sailor.

She's from the city that never sleeps, New York. She's a flight attendant for American Airlines. Unlike many of us, Sailor isn't afraid to try new things. The fearless babe is wearing our new floral body suit. From heights to exploring new places alone, this babe has no fears. Sailor is bilingual. She is fluent in Spanish and English. The Cuban babe likes to explore new cities and collect souvenirs from every place she's been fortunate to see. Although Sailor is a flight attendant, she says that is not something she sees herself doing forever. She wants to become a teacher and help students who struggled with the American language like she did when she first arrived to America from Cuba.



**American Apparel.**



# Meet Nashe.

Half Tanzanian, half Swiss, Nashe, has lived all over the world. She's lived in the US, the UK, Tanzania and Switzerland and has recently moved back to the US. She lives in Los Angeles where she works in event management. When she's not working she likes bowling, hunting and roller blading. She's the middle child, and has two really cool sisters. Her favorite memory of Tanzania was when she climbed mount Kilimanjaro, a dormant volcano in Tanzania, with her entire family.

**American Apparel**

# American Apparel®



American Apparel®

#### Visit Us Online

**Shop - Chicago Drive**  
200 South Dearborn  
Chicago, IL 60604

**Shop - Long Beach**  
1000 Broadway  
Long Beach, CA 90802

**Shop - North Hollywood**  
10000 Hollywood Blvd.  
North Hollywood, CA 91605

**Shop - Ocean Grove**  
1000 Ocean Blvd.  
Ocean Grove, NJ 07721

**Shop - Sunset Mall**  
1000 Sunset Blvd.  
Los Angeles, CA 90006

**Shop - West Hollywood**  
1000 West Hollywood Blvd.  
West Hollywood, CA 90069

© 2011 American Apparel. All rights reserved.  
www.americanapparel.com



# Back to School Basics.

## Meet Samantha.

Samantha is an aspiring rapper from Miami. We first spotted her hanging out with her family by a hotel pool during Art Basel, and asked if we could take a photograph. Luckily, she agreed, and has been visiting us at our factory headquarters in Los Angeles at least once a month ever since. She is seen here wearing the Cotton Spandex Crop Tank, High-Waist Jeans, Unisex Tennis Shoe and holding the Nylon Cordura School Bag.

### Retail Locations:

Columbus.....Short North  
Cincinnati.....Clifton  
Cleveland.....Cleveland Heights  
Philadelphia....U Penn  
Philadelphia....Walnut Street  
Pittsburgh.....Shadyside

Text AASTORE + zip code to 23000 to find American Apparel locations nearest you.

That's American Apparel

 Made in USA—Sweatshop Free  
Operated by Dov Charney



La marque de prêt-à-porter American Apparel avait fait scandale avec sa campagne publicitaire "Back to School" (Retour à l'école) mettant en scène de jeunes collégiennes dans des poses suggestives et connotées sexuellement (en 2014).

# School's Out.

Abby is pictured here wearing the Cotton Spandex Crop Top and the Tennis Skirt. Available online and in stores.



# American Apparel®

**Retail Locations:**

Echo Park  
Downtown Factory Store  
Hollywood  
Little Tokyo

Los Feliz  
Main Street, Santa Monica  
Melrose  
S. Robertson Blvd.

Studio City  
Third Street Promenade  
Venice Beach  
Westwood Village



Made in USA—Sweatshop Free  
Operated by Dov Charney

## American Apparel®



# Hats and Scarves



#### Retail Locations:

Downtown Chicago  
Mentor Building  
39 S. State St.  
(At Monroe St.)  
Phone: (312) 658-0672

Belmont & Clark  
329 W. Belmont  
(E. of Belmont Red Line)  
Phone: (773) 472-0500

Gold Coast  
46 E. Walton St.  
(E. of Rush St.)  
Phone: (312) 255-8360

Lincoln Park  
837 W. Armitage Ave.  
(W. of Halsted)  
Phone: (773) 860-9801

Wicker Park  
1563 N. Milwaukee Ave.  
(E. of Damen Blue Line)  
Phone: (773) 235-6778

Evanston  
940 Church St.  
(W. of Davis Purple Line)  
Phone: (847) 424-0063

Schaumburg  
5 Woodfield Mall  
(JC Penney Wing, 2nd Floor)  
Phone: (847) 240-5220

Oak Brook  
100 Oakbrook Center  
(Across from Gate & Barrel)  
Phone: (630) 572-2213

Text AASTORE + zip code to 23000  
to find American Apparel locations  
nearest you.

## American Apparel®

To learn more about our company,  
to shop online, and to find all store  
locations, visit our web site:  
[americanapparel.net](http://americanapparel.net)

# Spring Meltdown.



#### Meet Marissa.

She is half Vietnamese, half Polish, and was born and raised in Paris. She considers herself a city girl, but loves to travel to strange and remote places. She reports having visited over 50 countries. Through her travels, Marissa has developed a taste for exotic cuisines. From insects, to snakes, to bull testicles, there is nothing she won't try. Aside from her culinary explorations, Marissa's hobbies include jumping from waterfalls and climbing trees, a pastime which has earned her the nickname "Panda".

#### Retail Locations:

Bridlesmith Gate  
Briggate  
Cabot Circus  
Camden High Street  
Carnaby  
Covent Garden  
Kensington High Street  
Kings Cross Railway  
Market Street  
Nelson Mandela Place  
North Street  
Oxford Street  
Paradise Street  
Piccadilly Station  
Portobello  
Selfridges  
Selfridges & Co  
Shoreditch  
Stansted Airport  
Westfield Stratford  
Westfield White City

Text AASTORE + zip code to  
23000 to find American Apparel  
locations nearest you.

## American Apparel®

 Made in USA—Sweatshop Free  
Operated by Dov Charney

# Crop Tops, Skirts and Denim



#### Meet Megumu.

Megumu is an 18-year-old living in Tokyo, Japan. She is Australian and Japanese and is a sales associate at one of our stores. Her interests include cooking, making new friends and eating chocolate. Meg dreams of becoming a famous model

and inspiring others. She'd also love to travel the world (Greece would be her first stop) and start her own creative company. She is pictured here wearing the Tennis Skirt, Cotton Spandex Sleeveless Crop Top and the Unisex Denim Jacket.

#### Retail Locations:

**Cow Hollow**  
2174 Union St.  
San Francisco, CA

**Gilroy**  
681 Leavesley Rd.  
Gilroy, CA

**Haight Ashbury**  
1615 Haight St.  
San Francisco, CA

**Pacific Avenue**  
1531 Pacific Ave.  
Santa Cruz, CA

**University Ave**  
170 University Ave.  
Palo Alto, CA

**Westfield Valley Fair**  
2855 Stevens Creek Blvd.  
Santa Clara, CA

**San Francisco**  
2315 Telegraph Ave.  
Berkeley, CA

**Telegraph**  
2301 Telegraph Ave.  
Berkeley, CA

**Union Square**  
363 Grant Ave.  
San Francisco, CA



Made in USA  
Sweatshop Free

[americanapparel.net](http://americanapparel.net)

# Skirts and Tees.



#### Retail Locations:

**Echo Park**  
Downtown Factory Store  
Hollywood  
Little Tokyo

**Los Feliz**  
Main Street, Santa Monica  
Melrose  
S. Robertson Blvd.

**Studio City**  
Third Street Promenade  
Venice Beach  
Westwood Village

**American Apparel®**

 Made in USA - Sweatshop Free  
Operated by Dov Charney

Made in Downtown LA  
Sweatshop Free

[americanapparel.net](http://americanapparel.net)

# Hello.

American Apparel®





# Made in USA Shorts and Shoes.



## Meet Amy.

She's of Okinawan, Italian, Irish and Swedish descent, currently studying nursing at SUNY Plattsburgh. In high school, Amy was a track and volleyball star, but about a year into college, she took up modeling when she met a photographer on campus. She secretly likes to freestyle rap, and constantly keeps herself busy by working out and riding her longboard. She's wearing the Cotton Spandex High-Waist Hot Short in Merthe and our Unisex Tennis Shoes.

## That's American Apparel

### Retail Location:

Saskatoon Downtown  
130 21st St. E.  
(Btw. 1st Ave. S. & 2nd Ave. S.)  
Tel: (306) 979-3600

Made in USA—Sweatshop Free  
Operated by Dov Charney

# Bubblelicious.



American Apparel®

# Mesh.



Kyung, a 22-year-old American Apparel retail employee, is wearing the Mesh Short, available online and at our stores. To learn more about our company, to shop online, and to find other store locations, visit our web site.

**American Apparel™**

Made in Downtown LA  
Vertically Integrated Manufacturing  
[www.americanapparel.net](http://www.americanapparel.net)

**Montreal Retail Locations:**

**Cours Mont-Royal**  
1455 Peel St.  
Phone: (514) 843-4020

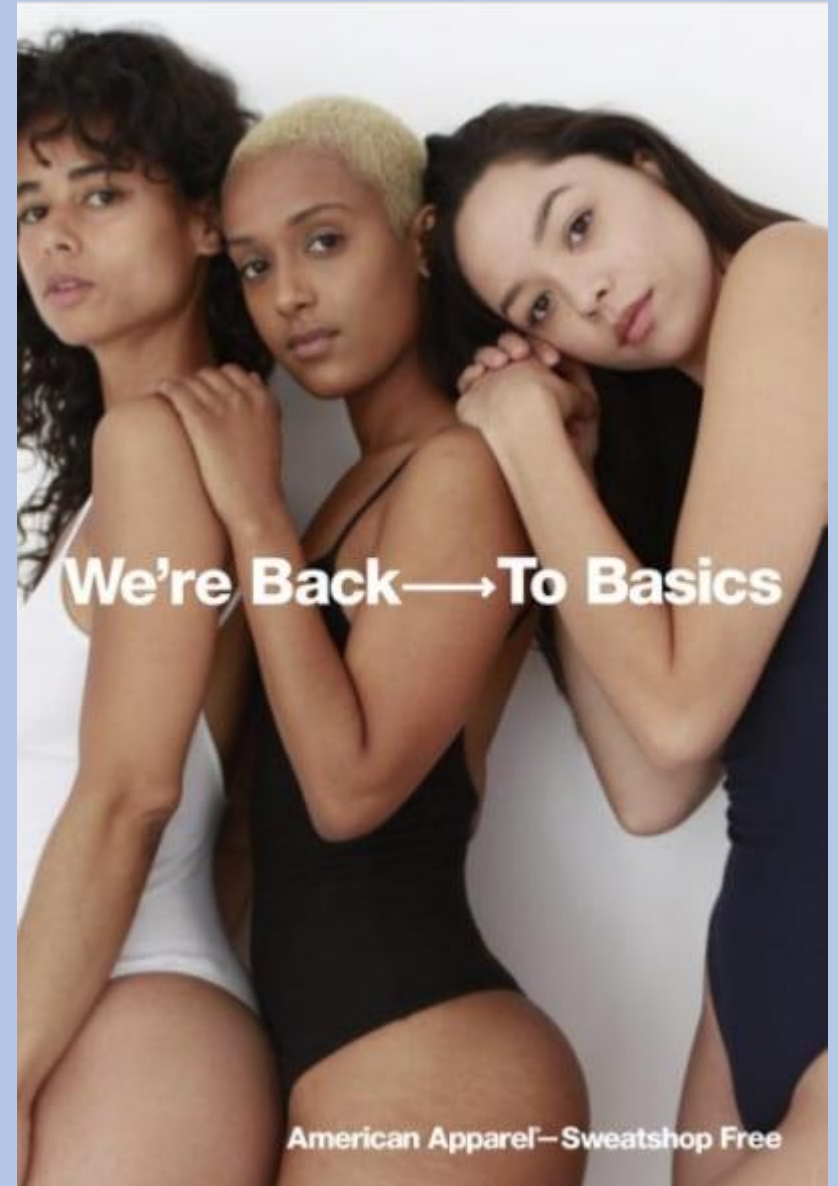
**St-Laurent**  
3523 St-Laurent Blvd.  
Phone: (514) 286-0091

**St-Denis**  
4001 St-Denis St.  
Phone: (514) 843-8887

**Ste-Catherine**  
1651 Ste-Catherine St. W.  
Phone: (514) 932-9922

**Sherbrooke**  
4945 Sherbrooke St. W.  
Phone: (514) 369-2295

**Côte-des-Neiges**  
5190 Côte-des-Neiges  
Phone: (514) 341-2901



**We're Back —> To Basics**

**American Apparel — Sweatshop Free**

# Advanced Basics

by American Apparel®

Made in USA  
Sweatshop Free

COCO  
PEREZ



## Meet Trudy.

Trudy is a St. Louis native who has been traveling for the company since 2009 as a store consultant. Her hobbies include vintage buying as well as singing and dancing to 90's R&B. She is photographed here wearing the Unisex Oversized Fisherman Turtle-neck Sweater.

To learn more about our company, to shop online, and to find all store locations, visit our web site.

COCO PEREZ



Founded in Montreal  
Made in Los Angeles  
Sweatshop Free  
americanapparel.net

# American Apparel®

**“This looks  
cheap.  
How cute.”**



**American Apparel**  
Remarkably ambiguous



# Hello.



## Meet Lana.

Photographed in Spain by our South African-born photographer, wearing the Unisex Herringbone Long Sleeve Raglan Pullover in Comet.

### Retail Locations:

Ann Arbor—U of Michigan  
619 E. Liberty St.  
(Near the Michigan Theatre)  
Phone: (734) 213-3530

Royal Oak—Washington Avenue  
405 S. Washington Ave.  
(S. of the Amtrak Station)  
Phone: (248) 547-1904

East Lansing—Michigan State  
115 E. Grand River Ave.  
(Corner Abbott Rd.)  
Phone: (517) 333-6662

Text AASTORE + zip code to 23000  
to find American Apparel locations  
nearest you.

## American Apparel

To learn more about our company,  
to shop online, and to find all store  
locations, visit our web site:  
[americanapparel.net](http://americanapparel.net)



# Kids!

Retail Locations:  
Ann Arbor—U of Michigan  
619 E. Liberty St.  
(Near the Michigan Theatre)  
Phone: (734) 213-3530

Royal Oak—Washington Avenue  
405 S. Washington Ave.  
(S. of the Amtrak Station)  
Phone: (248) 547-1904

East Lansing—Michigan State  
115 E. Grand River Ave.  
(Corner Abbott Rd.)  
Phone: (517) 333-6662

To learn more about our company,  
to shop online, and to find all store  
locations, visit our web site.

## American Apparel

Made in Dominican CA  
Sustainable Price  
[www.americanapparel.net](http://www.americanapparel.net)



# HOW TO BECOME A MODEL FOR American Apparel



## **Meet Jacky.**

**There was something so compelling about Jacky's look and energy when we first spotted her in a New York restaurant this winter that we introduced ourselves and pulled up a chair. After a long discussion on careers, health, age, and beauty, we asked if she would consider modeling for us. We were thrilled when she agreed.**

**Classic, ageless clothing and accessories made in the USA, that's American Apparel.**



# Now Open

**Daikanyama**  
15-5 Hachiyama-cho  
Shibuya-ku, Tokyo  
Japan 150-0035

**Shibuya**  
22-8 Shibuya 1-chome  
Shibuya-ku, Tokyo  
Japan 150-0002

企業情報、オンラインストアはこちらから：  
[www.americanapparel.jp](http://www.americanapparel.jp)

**American Apparel®**

Made in Downtown LA  
Vertically Integrated Manufacturing

# COCO PEREZ

## Meet Eva.

Eva is a 20 year old student from Arcata, California. She is a classically trained ballerina and her best friend is Sir Link, a strange looking Pharaoh Hound.

### Retail Locations:

**Atlanta—Buckhead**  
3400 Around Lenox Road N.E.  
(in the Shops Around Lenox shopping center)  
Phone: (404) 812-0010

**Atlanta—Little Five Points**  
1153 Euclid Ave. N.E.  
(On the same street as Variety Playhouse)  
Phone: (404) 880-8511

**Charleston—King Street**  
348 King St.  
(Near Marion Square Park)  
Phone: (843) 853-7200

**Columbia—U. of South Carolina**  
670 Harden St.  
(Etw. Devine St. & Blossom St.)  
Phone: (803) 251-0117

**Charlotte—Southpark Mall**  
4400 Sharon Rd.  
(By Exit 71)  
Phone: (704) 365-4344

**Charlotte—South End**  
1504 Camden Rd., Suite 4300  
(Bland St. light rail)  
Phone: (704) 342-6040

Text AASTORE + zip code to 23000 to find American Apparel locations nearest you.

Made in California.  
Designed in California.  
Directship Free  
[americanapparel.net](http://americanapparel.net)

# Tank Top Time

by American Apparel®





# Chiffon



by American Apparel®

Meet Calin, wearing the Chiffon Oversized Button-Up in Tahiti and the Denim Front Button Short. This picture was taken in Arizona while on a destination photo shoot with a few of our regular models. See more of Calin, and other photos from this sexy series at [americanapparel.net](http://americanapparel.net)



© American Apparel

## Electra Heart



### Meet Marina.

In need of top denim, she's wearing our 'Vintage Denim Short Sleeve Bulky Zip Shirt with the Light Wash High-Waist Jean.

#### Retail Locations:

Ann Arbor—U of Michigan  
819 E. Liberty St.  
(Near the Michigan Theatre)  
Phone: (734) 213-3000

Royal Oak—Washington Avenue  
405 S. Washington Ave.  
(S. of the Amtrak Station)  
Phone: (248) 547-1904

East Lansing—Michigan State  
101 E. Grand River Ave.  
(Corner Arbor Rd.)  
Phone: (517) 313-4882

Text AASTORE + zip code to 25000  
to find American Apparel locations  
nearest you.

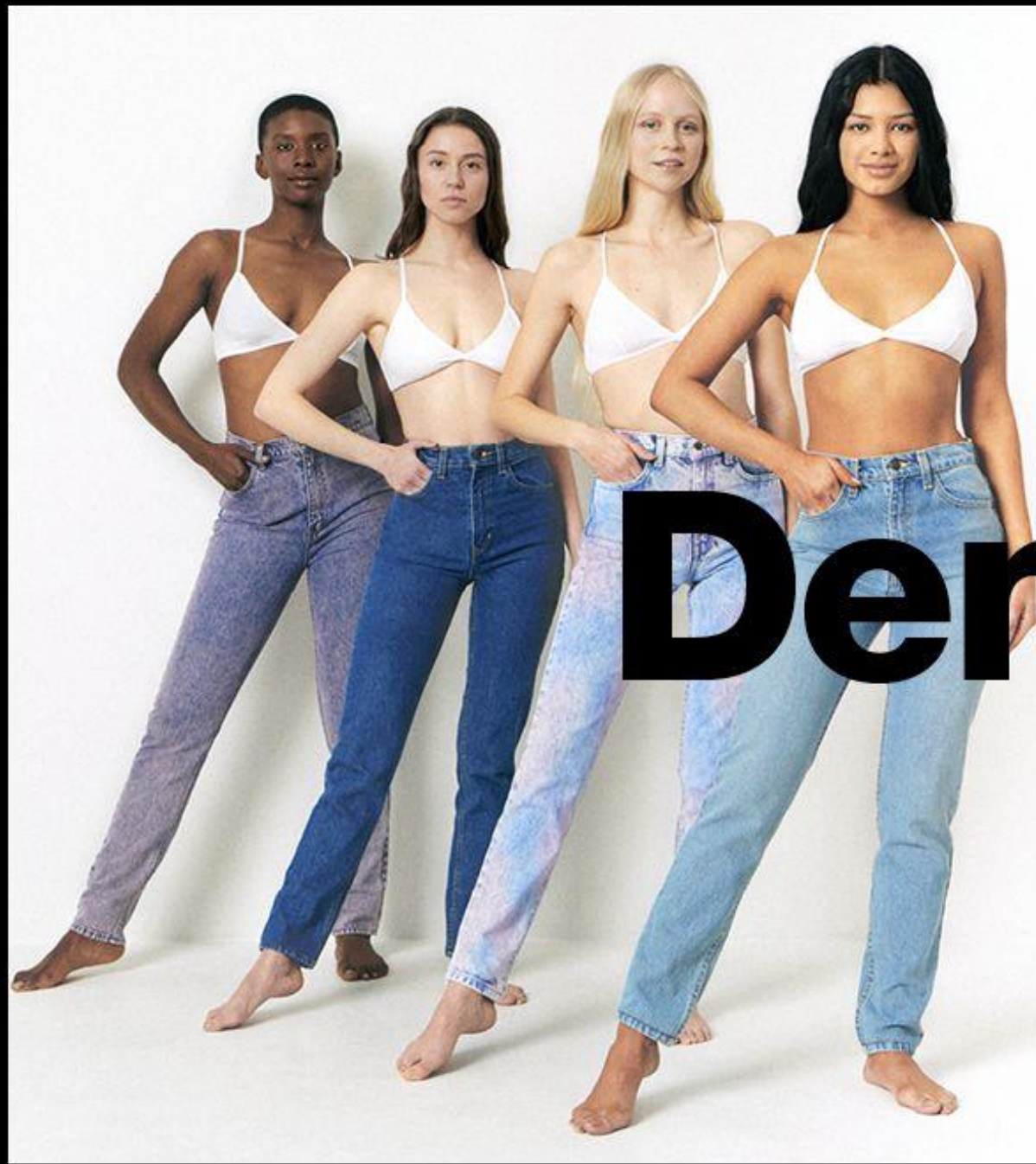
That's American Apparel®

To learn more about our company,  
to shop online, and to find all state  
locations, visit our website.

# American Apparel Ad Girls

**Courtney Act, Alaska 5000  
& Willam**





**Denim.**