# 60 MIN Abercrombie & Fitch Racism Lookism Controversy Video Transcript

(Narrator) After bankruptcy and buyouts a few years ago, Abercrombie decided on a major face and body lift. Out went the camping gear, and off came the clothes. Abercrombie's image is now party-loving jocks and bare-naked ladies living fantasy lives. (Inaudible) Young store greeters stripped down at Christmas time to boost up sales. Flipping through their catalogues, you might wonder what Abercrombie is selling. Could it be clothes?

(Elizabeth) I mean, sex sells with any age group and that's what they're trying to do.

(Narrator) Their target is now people like Elizabeth Nell. A sophomore at Northwestern University, Elizabeth and her friends feel that Abercrombie and Fitch has a certain something.

(Elizabeth) I would describe it as the all-American look. I know it's very cliché but I don't think there's really any other way to describe it.

(Narrator) And, whatever that look is… I guess you've got that look.

(Elizabeth) I guess so!

(Narrator) So much so that while shopping at Abercrombie stores, she's often asked if she wants a job.

(Elizabeth) It's happened to me, I think, 5 times now.

(Narrator) 5 times.

(Elizabeth) In 3 different stores.

(Narrator) And it's not by accident. Abercrombie and Fitch wants a salesforce that reflects what's up on its walls: cool, yet seductive.

(Elizabeth) The skirts are getting shorter. The tops are getting smaller. That seems to be what the trend is and Abercrombie is going with it.

(Narrator) But Abercrombie & Fitch, the reputation that they had was very sort of… classical. Classy look.

(Elizabeth) Right.

(Narrator) No more.

(Elizabeth) No more. That's gone.

(Narrator) Long gone. The provocative strategy aimed at teens and twenties has done wonders for Abercrombie's bottom line. And of course the more parents are outraged, the bigger the sales. And now with over 600 stores and annual revenues well over a billion dollars, Abercrombie & Fitch has become just about the largest teen retailer on the block.