

15th March 2010



The Director General
Pride Mark: Get Dressed
Trianon/Richeterre/Rose Belle

Dear Director General,

Media Watch Organisation-GEMSA would like to draw your attention to an advertisement promoting your “HOT HOT HOT SALES” from the 26th February to 14th March. It features what appears to be a woman with green fingernails opening the zipper of her mini-short.

General Citizens; men and women, as well as young people, are distressed with such an advertisement being displayed so prominently in newspapers. There was a general consensus among those who have seen this advertisement that such a provocative image was very offensive and harmful to the image of women at large. This conveys the impression that we are living in a society of ‘voyeurism’. We believe that Women do not have to be **objectified** to promote products.

We are therefore writing to you in the hope that your organization will refrain from using such offensive advertisements to promote its products and sales events in the near future.

We thank you for helping us in our fight to promote a positive image of Women in the Media.

Yours faithfully,

Ms Loga Virahsawmy
Chair Media Watch Organisation-GEMSA

cc The Ministry of Women’s Rights
The Attorney General’s Office
The Director, Sex Discrimination Division