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to know what to do
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"Marriage Sunday"
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damaged lives -
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and influence -- on satellite radio
The next administration and
indecency and pornography over
the airwaves
AFA ends boycott: McDonald's
agrees to changes
Comments of concern re: Levi
Strauss and Levi response
"Fireproof my marriage" - a time](#)

Pop Tarts: Victoria's Secret to Alter 'Super Sexy' Image

September 4, 2008

A larger number of visitors on our web page were being noted yesterday.

We discovered an article on FoxNews discussing our ongoing concern regarding the explicit nature of Victoria's Secret.

Quoting:

" ... But recently, the brand's ultra-sexy image has come under fire with feminist and Christian groups such as puritypeople.com and americandecency.org, which have promoted boycotts against Victoria's Secret.

Amid sliding sales, CEO Sharen Turney admitted earlier this year that VS had become 'too sexy' and had forgotten its ultra-feminine audience. ..."

"A VS insider told Pop Tarts that the panty professionals are altering their image to be a less steamy and a little more appealing to those who actually wear the cotton coverings — females. ..."
http://www.foxnews.com/printer_friendly_story/0,3566,415644,00.html

So what's the big deal?

- (1) Often Victoria's Secret displays are, indeed, pornographic. Pornography defined as material created for the purposes of eliciting a sexual response.
- (2) Many people don't desire to have their moral sensibilities assaulted by cleavage and breasts and glaringly erotic images from nearly nude sexualized models.
- (3) Victoria's Secret is highly invasive. With little to no regard for community standard, VS experiments with that standard of decency pushing the envelope little by little without concern for families and children.
- (4) Shoppers, for a variety of reasons, are largely silent when they come upon such displays. I witnessed recently an example of this. A woman viewed a display and had a few words with her adult son complaining about the pornographic nature of a particular display. Did she go in and tell the manager? No.
- (5) Unfortunately, generally speaking, telling the manager does little to no good. That's the experience of many well meaning individuals. Try speaking to a Victoria's Secret store manager sometime and/or to Victoria's Secret headquarters. As with Abercrombie & Fitch - in years past - it is an exercise in futility. Unfortunately, the same can be said for expressing concern to the mall manager. These efforts, though, need to be exerted anyway.
- (6) Ultimately though, when there is no remedy from the mall manager or from the local Victoria's Secret manager or Victoria's Secret headquarters. The only thing that the local mall will ultimately understand is public pressure as in a public rally or public boycott.

Is it worth it? Absolutely. It's just such a shame we have to exert time, energy and resources to engage them with public pressure. It's unfortunate that these corporations won't listen to conscience. But for the most part, their leadership teams are more concerned with monies than with upholding community standard.

to build up!!

Delta Air Lines plans to block

inappropriate Web sites

"unbutton your beast"

commercials of Levis --

Simulcast - "Fireproof Your

Marriage" coming up Saturday,

Nov. 1

Banned Books Week - September

27 - October 4, 2008

ABC/Disney's "Desperate

Housewives" kicks off its season

premiere

The Dangers of Computer

Unreality-repeated for obvious

reasons

The difference between an

entertainment-oriented preacher

and a Bible-oriented preacher

The Truth Project: This Saturday

at a location near you --

Let's get back to engaging our

local churches!

When you turn on the television

now

"That's what this altar is for ..."

Family-unfriendly skies

Don't forsake the gathering of the

saints

Why the Truth Project?

Teen exposure to Internet p**n

encourages s** at a younger age

"Blessed are those who fear the

Lord and walk in His ways."

Victoria's Secret toning down as

they would lead you to believe?

Employees: Abercrombie & Fitch

rates workers on looks

Pop Tarts: Victoria's Secret to

Alter 'Super Sexy' Image

No friend to me or you: this kind of

ad

What flows so readily and is so

available: p**n

Last Friday and the walk of faith

The Dangers of Computer

Unreality

Saggin' Pants: The truth behind

them

Timothy Plan makes clear

statement regarding McDonald's

I'm back after a heartrending week

Enforcement of the laws against

pornography?

Ace Hardware withdraws ad from

"Swingtown"

Advertiser update on CBS'

"Swingtown"

The twisting and manipulation of

Scripture

... and wondered that there was

no intercessor:

The Episcopal Bishop and

unbiblical marriage and what

about you and me and our church

and denomination?

An open act of defiance by a state

university -

Advertisers are staying away from

advertising in Swingtown

How did Sodom and Gomorrah

Nonetheless, there are some encouraging words coming out of Victoria's Secret. Words, though, aren't actions. We will continue monitoring these outlets and will "keep on keepin' on.

American Decency Association

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