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1st Hour

**Michael Jefferies**

An entrepreneur with ethics I do not admire is Michael Jeffries. Jeffries is the CEO of the popular clothing brand Abercrombie & Fitch. Abercrombie & Fitch is a clothing brand that targets teenagers and children, but according to Jefferies, not just any teenager. The teenagers that are targeted to wear these clothes are “the cool kids”. Jefferies only wants people with a certain look to wear his designs, and only focuses on the “hot teenagers”. Michael Jefferies not only focuses on a certain look, but promotes the sexualization of little girls.

Michael Jeffries only hires attractive people so when people come into their stores they are inspired to look like the workers. Michael Jefferies once said, “That’s why we hire good looking people in our stores. Because good looking people attract other good looking people, and we want to market to cool, good looking people. We don’t want to market to anyone other than that.”

Jeffries also refuses to sell clothing in the sizes XL or XXL because he doesn’t want overweight people to wear his clothes. Abercrombie & Fitch’s biggest competitors are American Eagle Outfitters and H&M and both brands carry those sizes, which makes Jefferies’ brand lose sales.

Michael Jefferies also promotes the sexualization of little girls by selling thong underwear for girls in his children line. Jeffries says that the underwear is cute and fashionable and people who think otherwise are perverts.

I think discriminating against someone due to their physical appearance is wrong and therefore I think Michael Jefferies is a terrible entrepreneur. His business ethics are insane and the fact that he sexualizes little girls is ridiculous. Michael Jeffries’ obsession with image is going to cost him his business if he keeps up his ways.