

Beckman 204



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**Shirts, Sex, a Social Phenomenon:
The Story Behind American Apparel**

The irony in exporting made-in-America t-shirts to China is almost so obvious, it's painful. But that's what American Apparel, currently the largest clothing-manufacturer in the United States, does. Now boasting over 200 retail locations around the world, American Apparel has made it okay, even cool, to buy less for more. Because of their well-known sweatshop-free practices, basic t-shirts, for example, are three to four times more expensive than those sold at Walmart. The company's appeal seems to stem in equal parts from its progressive social causes, its controversial raw and racy ads, and the combined hip youth culture that stemmed from both these values.