

Julia Reeve

Ms. Sullivan

English 10E

24 September 2007

### YMI Jeans

YMI Jeans created this bold and attractive ad to sell their brand of jeans, which, their website claims, "Gives young women and girls the freedom to be who they want to be." The ad uses the colors black, white, red and silver to create an elegant looking backdrop and to further draw your eyes to the contrast of the blue jeans. Many contrasts are present in this ad. In this ad we see a beautiful woman, late teens to early 20's, posed in a sexual way on top of a table surrounded by four men. She is wearing YMI's blue jeans. The woman is dressed scantily for she is exposing a black bra underneath a black and white polka dot shirt, with her midriff showing. All of the men are wearing bow ties and white shirts but only two are wearing jackets. Their clothing suggests that these men are wealthy. The woman in this ad is dressed informally compared to the men, who are very formally clad. Also, the woman is posed in a casual yet sexually provocative way, while the men are posed sitting in a very sophisticated way. Three of the men are staring up at her, faint smiles on their face. In the background we see a tufted red leather seat and two wall lamps. A beaded curtain is on both sides of the table. The ad succeeds in making the woman appear sexy in a classy way, for she is confident in her appearance, and although the woman is playing the role of "entertainer" for these men, they are not grabbing at her. The colors, the beaded curtains and the shiny red loveseat make the

setting a high-end place. The décor in the photo gives the impression of an expensive gentleman's club.

What is most captivating about this ad is the way the woman is centered. Up higher than everyone else, she is literally the center of attention. If one looks closely to the right of the table one will see a paparazzi camera. This adds an element of superiority, for cameras such as those are used to capture those who are captivating, stylish, and famous. The fact that the woman is dancing on the table and the men surrounding her look up at her casually, as if they expect her to be doing so, suggests that she is being used for their pleasure. I believe this image is degrading towards women, for the men only seem to appreciate her for her beauty. Also, the setting suggests that they have paid her to entertain them. The woman's focus seems to be directed only at herself for her eyes are closed, and her pose hints that she is only concerned with herself. The only words used in this ad are YMI Premium, describing the style of jeans YMI is advertising and then "ymijean.com."

Junior women and pre-teen girls are targeted in this ad, and as a part of the targeted audience, I see that the ad plays on the insecurities that most young women, including myself, have in today's society. The ad deals with self-confidence, the pressure to be sexy, and the ability to attract men. The woman in this ad appears to have it all: beauty, confidence, sex appeal, and the attention of the guys around her. The ad suggests that if you buy this pair of jeans, you too will have what this woman has. Also, this ad is mainly published in teen magazines, and YMI's website states that it creates its clothing specifically for the young generation.

The lifestyle in this ad is very glamorous. The high-end setting, the elegantly clad men, and the décor all tie together to create this effect. Money, allure, fame and fashion are of high value here.

By using sex appeal, showing a woman with charisma, strength and dramatic confidence, using beautiful people to advertise their product, and creating simple solutions to issues on outward appearance, YMI creates a false impression of their jeans. It concerns me that YMI states it is devoted to emulating the vital character of youth through fashions that speak-out, and yet the advertisement only creates a sexy image that is degrading to women. Also, it upsets me that this ad is targeted to younger women because, even though it shows a woman who is confident in her appearance, it mainly portrays public and professional sexiness as being attractive. I do not believe that this is the message that should be sent to younger women. So much more than sex appeal makes one attractive. I believe that YMI could have created a more appropriate ad by showing a young woman, dressed conservatively, who seems to just be herself. Instead of being on a table surrounded by expectant looking men, YMI could have chosen to place the woman on the ground with her friends. Even though YMI made their ad very appealing, I would not want to buy jeans from this company for the image they use to sell their product contradicts their mission to give girls the freedom to be who they want to be.