

H&M Marketing Campaign Targets Teens With Immoral Agenda

One Million Moms is not sure of the thought process behind H&M clothing company's new television ad, but if they are attempting to offend customers and families, they have succeeded. H&M's newest "She's A Lady" commercial includes what appears to be a man dressed as a woman in one segment, another woman wearing skimpy lingerie, and ends with two teenage girls kissing while underwater. Parents find this type of advertising inappropriate and unnecessary, especially since H&M's target market is teens.

H&M's marketing team may have thought this type of advertising was politically correct, but not only is it disgusting and confusing for children, it is pushing the LBGT agenda. Let H&M know their new ad is irresponsible. Please use the information we have provided to contact H&M concerning their new commercial and ask that they pull this offensive ad immediately.

Click on link to Take Action.