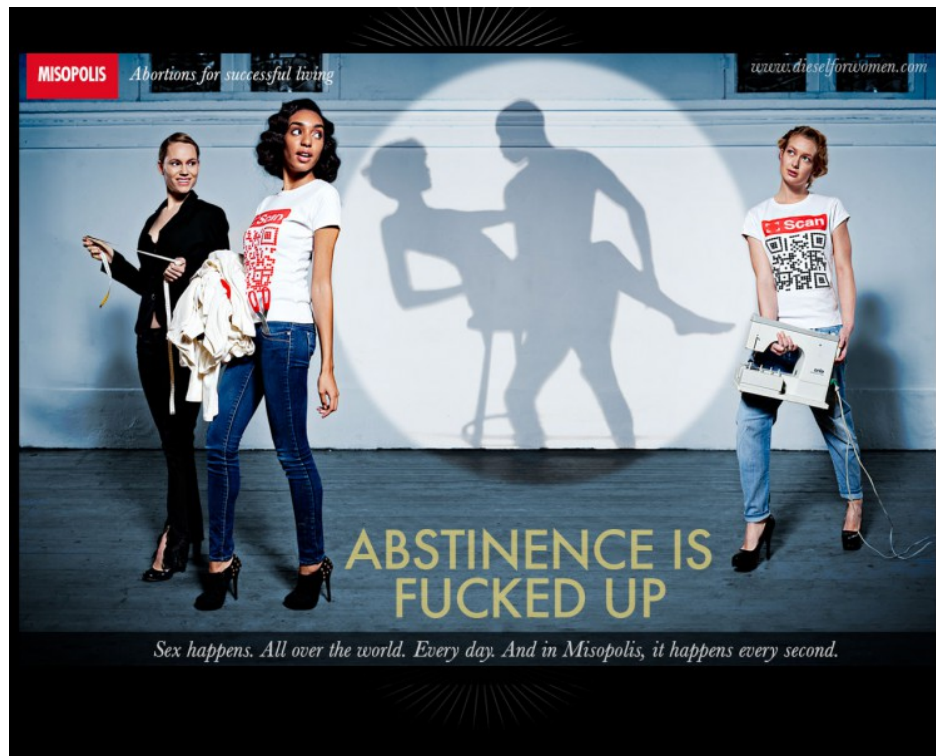


Misopolis: Fashionable shock advertising?

Osocio (<http://osocio.org>) > Women's Issues (<http://osocio.org/message/category/womens-issues/>) > Misopolis: Fashionable shock advertising?

Posted by Tom Megginson (<http://workthatmatters.blogspot.ca/>) on 4 February 2012 in [Women's Issues](http://osocio.org/message/category/womens-issues/) (<http://osocio.org/message/category/womens-issues/>)



(<http://osocio.org/wp-content/uploads/2012/02/Misoprostol-Women-on-Waves-Misopolis-Diesel-for-Women-Abstinence-is-fucked-up.jpg>)

It's sometimes hard to tell. Particularly because the Italian clothing brand in question has always looked for new ways to grab attention.

From the press release:

Climate change deniers deserve



Climate change denier...

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- Design

Diesel is proud to announce a new milestone in its ongoing campaign for successful living. To make a free lifestyle possible for young women in emerging markets, it will help them conquer a key life challenge: the right to safe abortion. Welcome to Misopolis, a brave new world for female factory workers.

What would it be like to give the female factory workers the same lives as successful people? Give them rights, fair wages and proper working conditions? Pregnancy leave? The right to safe abortions? A factory for only the brave?

After launching Diesel Island, Land of the Stupid and Home of the Brave, Diesel now creates Misopolis, a factory where brave female workers can have happy accidents without consequences. Misopolis will be the least fucked-up fashion factory in the world. But this is not just another factory - it is a destination that finally grants them real autonomy.

Our new website www.dieselforwomen.com shows the creation of the world's happiest garment factory. Female factory workers in Misopolis live an exciting life; filled with fun and wild parties. Think Metropolis but with lots of sex.

This is just the start of our grand vision. There will be more photos and videos of life in Misopolis, the opportunity to donate abortion pills and of course to buy workers' rights-friendly clothes! It's the beginning of a real revolution.

It's the news female factory workers all over the world have been waiting for. After being marginalized, abused, raped, impoverished and exploited by the garment industry, we are giving them recognition, dignity, the right to have a safe abortion and fun.

Seldom do the words "abortion" and "fun" appear in the same sentence, and yet throughout the Diesel for Women site (<http://www.dieselforwomen.com/index.html>), references to the

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controversial procedure (which many people consider "murder") are tossed tossed around with wild abandon as models lounge around languidly.

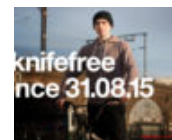
Only this image hints at the real message underneath:



(http://osocio.org/wp-content/uploads/2012/02/misoprostol_coathanger_1.jpg)



(http://osocio.org/wp-content/uploads/2012/02/misoprostol_conception_1.jpg)

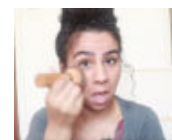


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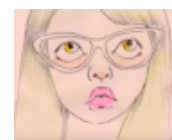


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Okay, it's a hoax. A very well-made one.

The organization responsible, Women on Waves, issued this statement (on a link (<http://www.womenonwaves.org/article-2344-en.html>) buried on the homepage of dieselforwomen.com):

“A new initiative by fashion brand Diesel to improve working conditions and to provide free abortion pills to its female factory workers could have been an appropriate gesture by Diesel. Diesel is one of the fashion brands that uses production factories that refuse to pay a living wage to their workers, violates their human rights and forces them to work in dangerous and unhealthy conditions.

Misopolis (www.dieselforwomen.com) claimed to provide free abortion pills to its female workers in order to set them free and to create a fun factory.

This is, of course, a hoax, aimed at the garment industry to expose the violation of workers rights.

The hoax was devised by Women on Waves and Women on Web, both non-profit organizations concerned with women's human rights and specifically with access to safe medical abortion. The organizations worked with the Yes Lab, which is a project of The Yes Men to help activist groups carry out media-savvy creative actions on their own.

In response to the hoax, Diesel send a letter threatening to take legal action, which was followed by a letter of the React group which is an organization in fighting counterfeit trade. (see the letters under press on the dieselforwomen.com website)

Women on Waves denies that it commits any infringements on any trademarks/copyrighted materials. Diesel for Women stands for fueling women's rights.



Albert Peters 5 months ago

We know what happened in the Middle East, thank you, but thi ...

(<http://osocio.org/message/security-ads-hacked-with-anti-government-messages/#comments>)



Jessica 9 months ago

Thank you for sharing!

(<http://osocio.org/message/powerful-message-for-parents-of-adhd-kids/#comments>)



Marc van Gurp 12 months ago

I understand your worries Tom but I'm not sure whether I agr ...

(<http://osocio.org/message/terms-campaign-highlights-risks-of-sexting/#comments>)



Tom Megginson 12 months ago

This one concerns me. Since much of the harm done to vulnera ...

(<http://osocio.org/message/terms-campaign-highlights-risks-of-sexting/#comments>)

KEY WORD, DISCRIMINATION - sarahmolyneuxdesign
1 year ago

Women on Waves designed the hoax to expose the violations of women’s rights that take place in the garment industry. The hoax is a parody on the PR campaigns and the reluctance to address human rights by the fashion industry in general and Diesel in particular. It intends to show that violations of human rights never happen in isolation and that the right to a safe abortion is connected with the broader framework of social rights, workers rights and the right to autonomy.

The website and content are thus protected by the freedom of expression as guaranteed in the Universal Declaration of Human Rights Article 19, “Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

[...] Source: Osocio

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1:31 PM - Aug 19, 2017

1,869 1,086 people are t...



(http://osocio.org/wp-content/uploads/2012/02/misoprostol_pills_1.jpg)

“Approximately 30 million people are making clothes and textiles across the globe. Between 75% and 90% of workers in garment industry are women. Fashion companies hire subcontractors that employ female workers in a highly exploitative context. The women are forced to work in hazardous conditions that pose a threat to their physical health and violate workers’ rights, fail to pay living wages, with long work hours and no maternity leave. Female garment workers generally are young (average age 19), unmarried, with little education or training, no prior work experience, of rural origin and from poor families. The female garment workers run a high risk of sexual harassment and rape. Often young and from extreme poverty, the women do not have resources to protect themselves in the event that they are abused. They cannot speak out for their rights without risk of losing their job. Workers are not provided with a written contract and trade unions are forbidden. In May 2011 SOMO and the India Committee of the Netherlands released a report ‘Captured by Cotton’. It proved that Diesel buys from suppliers that use the ‘sumangali scheme’. Girls are being coerced to work in certain spinning mills and factories, with the promise of getting a big lump sum at the end of a 3 year period. This lump sum is actually part of their wage, which is below the legal minimum.”



(http://osocio.org/wp-content/uploads/2012/02/misoprostol_communion_1.jpg)

“Most of the female workers in the garment industry live in countries where abortion is illegal, such as Sri Lanka, Bangladesh, Indonesia, Mongolia, Madagascar, Myanmar, Thailand, the Philippines, Morocco, Brazil, Dominican Republic, El Salvador, Guatemala, Honduras and Jordan.

Approximately 21.6 million women globally still have an unsafe abortion each year, resulting in an estimated 47 000 deaths, largely among the most vulnerable women such as poor, unmarried and, especially, young women. In addition to the women who die every year due to unsafe abortion, an estimated eight million women annually experience complications that require medical treatment.

Medical abortion is a very safe method to end a pregnancy. It

osocio (<http://osocio.org>) *icines Mifepristone and /or* (<http://osocio.org/academy/>) *is a medicine also available in* Stories (<http://osocio.org/stories/>)
countries where abortion is illegal. Both mifepristone and Dictionary (<http://osocio.org/dictionary/>) Contact (<http://osocio.org/contact/>)
Misoprostol are on the list of essential medicines of the
World Health Organization (WHO). About Osocio (<http://osocio.org/about-osocio/>) Meet the team (</meet-the-team/>)

To support this campaign and women in need of safe abortions, please donate to Women on Web, and share by Dutch edition (<http://osocio.nl>)
Facebook (<https://www.facebook.com/pages/Diesel-Misopolis/220007114760916>).”



(http://osocio.org/wp-content/uploads/2012/02/misoprostol_coming_soon.jpg)

Misoprostol (<http://en.wikipedia.org/wiki/Misoprostol>) is real drug, used to prevent ulcers in people taking NSAIDs and to induce labour or abortion. It is particularly popular in poorer countries, where it is considered a relatively safe option for early termination of pregnancies. Women on Waves (<http://www.womenonwaves.org/set-238-en.html>) is a non-profit organization whose mission is to prevent unwanted pregnancy and unsafe abortions throughout the world (<http://www.womenonwaves.org/set-450-en.html>). The homepage on the fake Diesel site even guides women in need of a abortion to a site where they can access the pills (<http://www.womenonweb.org/>).

In the wake of the massive culture wars happening in the United States (and elsewhere) over the issue of abortion and reproductive choice, this is sure to cause a ruckus. Just this week, the Susan G. Komen foundation suffered a PR catastrophe (<http://workthatmatters.blogspot.com/2012/02/pink-stink-susan-g-komen-for-cure-gets.html>) over its choice to take sides on the issue by defunding Planned Parenthood (an organization that provides abortions, in addition to breast cancer screening).

The danger, in a campaign like this, is that the message will be misunderstood, accidentally or intentionally, and used against the pro-choice movement as an example of women who gleefully and irresponsibly use abortion as a primary source of birth control. (Satirical newspaper/web site The Onion (<http://www.theonion.com/articles/98-homosexualrecruitment-drive-nearing->

goal,536/) frequently gets quoted (<http://www.rantrave.com/Rant/Gay-Columnist-we-want-to-indoctrinate-children.aspx>) as if it were news, which is both hilarious and frightening.)

The campaign is definitely daring, original, and well-executed – right down to the bored and vacant looks on the models’ faces. And it will get people talking (<http://www.womenonwaves.org/article-2345-en.html>). But let’s just hope it really helps those women in need, rather than rallying opposition to the health options that they already have.

Advertiser:

Women on Waves (<http://www.womenonwaves.org/>)

Agency:

YesLab (?) (<http://yeslab.org/projects>)

Source:

Misopolis (<http://www.dieselforwomen.com/index.html>)

Tags: [Abortion](http://osocio.org/message/tag/abortion/) (<http://osocio.org/message/tag/abortion/>), [Morocco](http://osocio.org/message/tag/morocco/) (<http://osocio.org/message/tag/morocco/>), [Rape](http://osocio.org/message/tag/rape/) (<http://osocio.org/message/tag/rape/>)

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About Tom Megginson

I am Creative Director at Acart Communications, a Canadian Social Issues Marketing agency. Read more (<http://osocio.org/?team=tom-megginson>)

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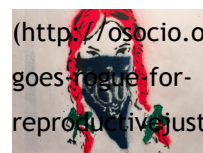
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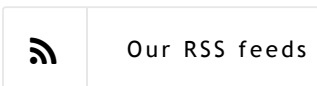
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