

**Assembly Joint Resolution**

**No. 50**

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**Introduced by Assembly Member Baugh**

February 28, 2000

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Assembly Joint Resolution No. 50—Relative to the United Colors of Benetton.

LEGISLATIVE COUNSEL'S DIGEST

AJR 50, as introduced, Baugh. United Colors of Benetton.

This measure would condemn as inappropriate and unacceptable the practice by the international retail corporation, United Colors of Benetton, of glamorizing death row inmates through its advertising campaign for the purpose of selling Benetton's products. This bill would encourage the boycott of all Benetton products and would provide for the transmittal of the resolution to the President and Vice President of the United States, to specified Senators and Representatives, to the President of the United States and California Chambers of Commerce, the Chairman of the New York Stock Exchange, and the Chairman of the Board of Benetton.

Fiscal committee: no.

1 WHEREAS, The death penalty was originally  
2 instituted in California in 1851 under the Criminal  
3 Practices Act and reinstated in 1978; and

4 WHEREAS, Due to the heinous nature of crimes that  
5 are punishable by the death penalty, only 5 percent of  
6 murderers reside on death row; and

1 WHEREAS, The international retail corporation, the  
2 United Colors of Benetton has glamorized death row  
3 inmates through photos and interviews, in order to sell  
4 Benetton products; and

5 WHEREAS, Such “shock marketing” perversely  
6 profiles criminals who have committed grossly inhuman  
7 acts of murder; and

8 WHEREAS, The 26 criminals profiled by Benetton  
9 have murdered at least 45 innocent victims; and

10 WHEREAS, The advertisement campaign is causing  
11 unnecessary pain and distress to the family and friends of  
12 the murder victims; and

13 WHEREAS, This marketing constitutes a flippant  
14 “style statement” in what has been, and should remain,  
15 a serious issue for responsible public debate; and

16 WHEREAS, A good corporate citizen must maintain a  
17 good standard of ethics and respect the bounds of  
18 responsible discourse concerning matters of policy  
19 dealing with the lives of citizens and the values of  
20 law-abiding citizens; and

21 WHEREAS, The glamorization of death row inmates in  
22 Benetton’s marketing campaign does not appear to be  
23 consistent with being a good corporate citizen; now,  
24 therefore, be it

25 *Resolved by the Assembly and Senate of the State of*  
26 *California, jointly, That Benetton’s glorification of*  
27 *criminals for profit is both inappropriate and*  
28 *unacceptable; and be it further*

29 *Resolved, That the Members of the Assembly and*  
30 *Senate of the State of California encourage all citizens in*  
31 *California to boycott all Benetton products including*  
32 *Rollerblade, Kastle skis, Nordica ski boots, Prince tennis*  
33 *rackets, Prince golf clubs, Eketlon rackets, and Asolo*  
34 *hiking boots, until they stop their death row marketing*  
35 *campaign; and be it further*

36 *Resolved, That the Chief Clerk of the Assembly*  
37 *transmit copies of this resolution to the President and*  
38 *Vice President of the United States, the Majority Leader*  
39 *of the Senate, the Speaker of the House of*  
40 *Representatives, to each Senator and Representative*



1 from California in the Congress of the United States, to  
2 the President of the United States Chamber of  
3 Commerce, the President of the California Chamber of  
4 Commerce, the Chairman of the New York Stock  
5 Exchange, and the Chairman of the Board of the United  
6 Colors of Benetton.

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