



Dear Lisa

This is the Calvin Klein ad which has caused so much controversy since its release last week.

The [National Center on Sexual Exploitation](#) in the US has criticised the ad saying "Not only is [upskirting] a crime in many states but it is also a disturbing breach of privacy and public trust. By normalising and glamourising this sexual harassment, Calvin Klein is sending a message that the experiences of real-life victims don't matter, and that it is okay for men to treat the woman standing next to them on the metro as available pornography whenever they so choose."

According to Jean Kilbourne, senior scholar at the [Wellesley Center for Women](#) and creator of the documentary "[Killing Us Softly: Advertising's Image of Women](#)", it's thanks to Calvin Klein's consistent use of young girls like Brooke Shields in compromising positions that what would have been seen as soft core porn 20 years ago is now considered mainstream. When Calvin Klein's target audience of young consumers interprets the ads as being rebellious and cool, it leads other retailers to hop on board, and thus, moves "the center of what's acceptable in advertising in a more extreme direction".

In some ways, what is more horrifying has been the backlash from netizens who are calling the ad's critics pruders or worse. Here is one example of an online retort to the ad's critics: "Sexy women don't have a problem with it - the model sure as hell didn't. It's only sad ugly/fat/unattractive women who care, because they know they can't be like that. They're not defending women, they're trying to make themselves feel better by keeping other women from being sexy - all under the guise of being 'offended'."

At TWF, while we find abusive comments like this disturbing, we respect alternative perspectives and the right of people to have their own views. We think more informed discussion involving a range of diverse voices across cultures and backgrounds would help to identify constructive approaches to negative social issues and behaviours like increasing incidents of upskirting and other forms of harassment for which we are still seeking to fully understand the root causes. Our hope is that "She Objects" will be a platform to facilitate this, along with other discussion forums - both live and online.

If you have views on this topic, we would love to hear from you. Please write to me at su-mei.thompson@twfhk.org.

Warm regards

Su-Mei Thompson
 CEO, The Women's Foundation

UPCOMING EVENTS



Leading Women in Wine: Discussion and Tasting

TWF is delighted to invite you to a panel discussion featuring some of the most influential women in the global wine industry including Caroline Beteta/Visit California, Sarah Jane Evans MW/Institute of Masters of Wine, Karen MacNeil/The Wine Bible, Debra Meiburg MW/Meiburg Wine Media and Sarah Kemp/Decanter. Attendees will also enjoy a post-panel tasting of leading Californian

wines.

DATE: Wednesday, May 25, 2016

TIME: 6.00 - 8.30 p.m.

VENUE: EY, 22/F CITIC Tower, 1 Tim Mei Avenue, Admiralty

[Register Now](#)



Secrets to Success by Helen Zhu, Head of China Equities, BlackRock

TWF is delighted to present the next event in our not-to-be missed Secrets to Success series featuring outstanding female leaders sharing their firsthand experience, insights and advice. Helen will talk about her professional journey which spans senior roles at ABN AMRO, Goldman Sachs and BlackRock, and her tips for balancing a busy career while raising four young children.

DATE: Thursday, June 2, 2016

TIME: 12.00 - 2.00 p.m.

VENUE: 8/F, KPMG, Prince's Building, Central

[Register Now](#)



Breakfast with Belinda Wood, Commander of the Royal Australian Navy

TWF and CBA invite you to breakfast with Belinda Wood, commander of the HMAS Anzac, the lead ship of the Royal Australian Navy's Anzac class frigates. Belinda will discuss how capability and teamwork, not gender, are the foundation to success and talk about her career journey.

DATE: Monday, June 6, 2016

TIME: 8.00 - 9.30 a.m.

VENUE: CBA Innovation Lab, L13 One Exchange Square, 8 Connaught Place, Central

[Register Now](#)



TWF is seeking volunteers for our first ever flag day!

TWF is looking for energetic volunteers to help out at our first ever Flag Day on Wednesday, July 20 from 7am to 12 noon, in the New Territories. Besides street sales, TWF will also be selling Gold flags in our corporate partners' offices. Please click [here](#) to volunteer or email flagday@twfhk.org to reserve an allocation of Gold flags!

TWF PROGRAMME UPDATES



Life Skills Programme Teachers' Workshop

Last Tuesday, TWF Deputy CEO, Rita Ching, delivered a workshop for 60 teachers from Shek Lei Catholic Secondary School, as part of TWF's Life Skills Programme. Many thanks to the teachers who participated in the workshop which focused on how to build resilience among their students.



EDB & HKFYG Liberal Studies Workshop

Last Thursday, TWF Deputy CEO Rita Ching, was a panellist at a workshop organised by the Education Bureau and M21/the Hong Kong Federation of Youth Group which was broadcast live on schools' network TV. Along with the other panellists - Dr April Lau of HKU and Ricky Wong, founder of a makeup school - Rita drew on She Objects to discuss the media's role in creating gender stereotypes with F.4 students from 6 secondary schools.

IN THE COMMUNITY



Dad's Network First Fundraiser

Good luck to Dads Network on their first fundraiser tomorrow night. Click [here](#) to tune into a video message from TWF CEO, Su-Mei, on why they deserve everyone's support!



AICD: International Foundations of Directorship Programme

The AICD is offering a scholarship for a TWF supporter to participate in their [International Foundations of Directorship Programme](#). If you are interested in applying for the scholarship, please send your CV and cover letter (500 words maximum) to rhogan@aicd.com.au.

EXTERNAL EVENTS

TWF is delighted to be supporting the following events:

MAY 26: Hogan Lovells presents the latest event in its Breaking Barriers series: a lunchtime panel on [protecting, advancing and empowering women](#). Panellists include HKU President - Peter Mathieson, US Consul General - Clifford Hart, ESF Chief Executive - Belinda Greer, Head of Legal for Liberty Asia - Archana Kotecha and Associate General Counsel and Director at BAML - Heather McCann. The panel will be moderated by TWF CEO - Su-Mei Thompson.

JUNE 8: The British Chamber of Commerce will present a [fireside chat with 100 Women in Hedge Funds CEO - Amanda Pullinger](#), as part of its Inspirational Women series. The discussion will be moderated by TWF Honorary Treasurer - Michelle Paisley.

OPENINGS IN THE COMMUNITY

Aesop Head of HR, Asia

Aesop, the Australian skin care company, are looking to recruit an experienced, pragmatic, resilient, collaborative and optimistic Head of HR. Please click [here](#) for the job spec. Interested applicants should apply to asiaemployment@aesop.com.

TWF MISCHA PINS



To raise funds for our programmes, TWF is selling pins, specially designed for TWF by Michelle Lai - MISCHA founder. The beautiful black and gold enameled pins featuring MISCHA's signature design can be purchased at TWF and partner events for HK\$50. We are looking for volunteers to help us with selling pins within their organisations and networks. Please contact Stephanie Ko at stephanie.ko@twfhk.org to find out more.

WHAT WE'RE READING

Our top picks for recommended reading and listening on the key trends and breaking stories about women and gender:

- [Access To Digital Technology Accelerates Global Gender Equality](#) (Harvard Business Review)
- [Girls Understand Technology Better Than Boys On This Test](#) (The Huffington Post)
- [Is Fear Of Competition To Blame For The Gender Leadership Gap?](#) (Fast Company)
- [Dieting Can Be Dangerous When Based On Gender Stereotypes](#) (Daily Bruin)
- [Sexism In Sport: We'll Never Level The Playing Field Unless Both Men and Women Strike](#) (International Business Times)

9A Chun Wo Commercial Centre, 23-29 Wing Wo Street, Sheung Wan
E: info@twfhk.org | W: twfhk.org | T: +852-2592-8265 | F: +852-2592-8264

You received this e-mail because you subscribed to The Women's Foundation database.
To unsubscribe, please click [here](#).

