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Macy's T-Shirts Found Offensive By Latina Shoppers

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Sally Grover - AHN News Writer

New York, NY (AHN) - Macy's department store has retracted a statement that was supposed to be made in the name of style.

The company released T-shirts aimed at the Latina community looking to send a message via fashion. The shirts had "Brown Is The New White" branded across the front and were not taken as light heartedly as the store hoped.

The items have since been removed from the shelves of Macy's department stores and the company has released a statement apologizing for possibly offending the public.

They said, "We are constantly looking for unique and differentiated merchandise that will resonate with our customers as hip, current and trendy. We also continue to work in developing business relationships with minority vendors to serve the growing diverse customer base. We apologize if customers have found some of the merchandise offensive and have removed the style that they found objectionable."

Hispanic marketing expert Dr. Ed Rincon said that the fashion move proves that the store does not know its market.

He said, "Macy's doesn't know a whole lot about what Hispanics want in the way of clothing. It also says that Macy's doesn't understand Hispanic culture. More importantly, it says that Macy's doesn't understand the Hispanics that lives in the U.S. and the kinds of products they are looking for."

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