

MARY IN JEANS

Some might think it was cute. We didn't. A new ad by the Denim Division of Diesel shows four young women wearing jeans, all draped in a habit headpiece praying the rosary; in a grotto behind them is a statue of Mary, also wearing jeans. Alongside the picture was the following: "Pure virginal 100% cotton. Soft and yet miraculously strong." It ends by saying, "This is our mission." Moreover, when we tapped into Diesel's website, we found a picture of a man in jeans praying the rosary.

Diesel, which is based in the Netherlands, has a New York office. We wrote to them explaining our concerns over misusing images of Catholic nuns and of the Virgin Mary. The ad appeared in the March issue of *Marie Claire*.