

- New York City is under siege by a guerilla artist who's putting up [fake American Apparel ad posters](#) in an attempt

**Tagged:**

[ADVERTISING](#), [AMERICAN APPAREL](#), [ART](#), [NYC](#), [STRAIGHT](#), [STREETART](#)

**4:03 PM** on **Fri Mar 14 2008**

By **Fleshbot**

**2,432 views**

**2 comments**



*west broadway*



## copyranter

American Apparel inserts mindlessly provocative poster in SoHo.



(click pic for better look)

**Poster @ West Broadway and Grand.** Apparently unsatisfied with their live models simply **showing cameltoe** or **ass crack** or an **embedded thong**, AA switches to illustration to present even more explicit porn. (tip from Karen Woodiel, via [the new shelton wet/dry](#)—where a commenter brings up a fair question: Is it a spoof? Well, it does have a logo with a ™.)  
**update:** Jezebel editor Moe Tkacik [says it is/was a fake](#); it has since been covered up by another ad)

posted by copyranter @ 9:00 AM

3 comments

## NEW YORK NEWS & FEATURES

<<

**DAILY** **Intelligencer**

Edited by  
CHRIS ROVZAR and JESSICA PRESSLER

>>

INTEL@NYMAG.COM

11/27/07

Neighborhood Watch

3:00 pm

**Soho:** What little American Apparel can't show in photo ads (e.g. full boobs and clitoral masturbation) it will show in illustrated ones. Or is this a fake? [Copyranter]



welcome, ImpKerr! friends

logout

« || next »

SIGN OF END TIMES

# Porn-y American Apparel Billboard Is Probably Fake. Not That Anyone Can Tell!



O, American Apparel! Whenever will the "culture jammers" solve the dilemma as to whether it is okay to shop there? Anyway, the above billboard, spotted in Soho, purports to be an American Apparel ad depicting the backside of a naked woman leaning over to display her ass while rubbing her privates from behind. Tasteful! Well, it was a spoof, as evidenced by the fact that it was replaced as of ten minutes ago this morning with a Joe's Jeans ad, but in its short lifespan it managed to





*wooster and grand*





*spring*



*crosby*

copyranter

THURSDAY, MARCH 13, 2008

...and yet another fake explicit American Apparel poster.



(click images for closer look)

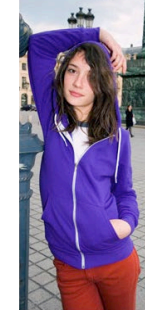
Earlier today, we had a "Barely There" [diddler](#) (L). And now, a "Stuff this" (R) naked temptress wearing nary a lick of American Apparel clothing or accessories! Oooh, the artist is *really* pushing the envelope now. And speaking of tight openings, here's the poster that apparently started this wonderful street art exhibit: the tube-socked [pooper plunderer](#). (latest poster on Crosby @ Bleecker, again via [stereohell](#))

posted by copyranter @ 2:30 PM

6 comments



American Apparel™



Hoodies & More

17 styles, over 30 colors →

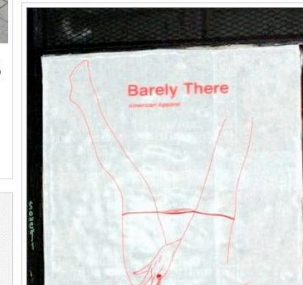
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## Prankster Helps American Apparel Embrace Porn



Stereotypical hipster brand American Apparel has always walked the fine line between sexiness and porn with its ads (like the one pictured). Or gone over the line, depending on your perspective. But now the anonymous prankster that earlier posted a fake finger-in-the-butt AA billboard has struck again, helping the company along its inevitable path to becoming a full-blown pornography producer. Why beat around the bush? Heh. After the jump, the two new naked AA ad spoofs [via Copyranter] that have appeared in downtown NYC. Possibly NSFW, if you consider simple line drawings to fit in that category.







*12th street*

copyranter

THURSDAY, MARCH 27, 2008

### fake American Apparel ad artist stays current.

(click image)

**He/She** must have read the *Radar* piece penned by **AA Dov girl Claire Salinda** where she revealed that the **pants-optional CEO** graciously gave her a dildo in lieu a decent day rate to show her tits/model for him. Here, the artist continues his/her tradition of including an **X-rated peek** of the female nether regions in his/her canvases. Another masterpiece. (snapped @ 4th Ave. and 13th by the ever eagle-eyed stereo hell)



posted by copyranter @ [9:00 AM](#)

0 comments







copyranter

WEDNESDAY, APRIL 02, 2008

## Under her skirt, iPod girl's Shiny and Sheer.

(click image for closer look)

Unlike her **bushy iGirlfriend**.

The fake American Apparel ad artist continues to terrorize downtown Manhattan with his/her graphic two-color antiestablishmentarianism (or something). I like that the artist is now subverting real billboards, like with this **earlier execution** that cheekily partially covered an "E" poster. A couple of commenters have pointed out the obvious first thought—that these are the work of an AA operative.

I don't think so. While not brilliantly ironic, these posters are still infinitely smarter than any marketing moves previously displayed by their predictable, porny **pants-optional CEO**—even the **Woody Allen billboards**. **other fake AA posters**: "the Romper," **with dildos**; "Barely There" **masturbation**; and the tube-socked **pooper plunderer**. (Lafayette St. @ Great Jones via the bons vivants at [stereo hell](#))



posted by copyranter @ 11:00 AM

0 comments

*lafayette*



*metropolitan avenue*





*crosby*



copyranter

MONDAY, APRIL 14, 2008

BANANAS!



(click images for closer look)

**Well Woodman**, you've made it: you've become a parody **of a parody**. Surely, your satirical mind can appreciate that at least a little bit, if not your kinda ghastly two-color representation? Oh where and when will the fake American Apparel ad artist strike Gotham next? And can anybody stop him/her? **previous fake American Apparel posters**: under her skirt, iPod girl's **Shiny and Sheer**; the "romper," **with Dildos**; "barely there" **masturbation**; hey Hollywood—**stuff this**; and tube socks with **anal insertion**.

(posters at Houston & Mott, Spring & The Bowery, via **stereo hell**!)

posted by copyranter @ 12:00 PM

0 comments

mott





spring

## ADVERTISING

### Woody Allen Victimized Again By American Apparel Spoof



The [American Apparel](#) ad spoofer is still at large, and he or she has been following the news. The newest posters to appear in downtown Manhattan feature a simple [Woody Allen](#) face, along with a cute little slogan. No porn this time! Allen is [suing AA](#) in real life for using his image without permission; now his lawyers have another target to hunt down. Click through to see a large version of the other Allen ad spoof [[Stereohell](#) via [Copyranter](#)] after the jump.

## NEW YORK NEWS & FEATURES



DAILY  
Intel



4/16/08

Neighborhood Watch

3:15 pm

**Soho:** So now there is an ad parodying [the ad American Apparel did parodying Woody Allen](#), the one the director is suing the company for. This is now so meta our head hurts. [[Copyranter](#)]



*wooster and grand*





COPYRANTER

## "Dildo Holding Sex Toy"

It's the latest wonderful piece by the fake American Apparel ad artist, this time featuring the head man himself looking even creepier than [Woody Allen did](#). For the uninitiated, over the past few months, a NYC prankster has created several bawdy two-color parodies of AA ads complete with real ad headlines. Here, the artist commemorates Lovey Dov Charney being named "retailer of the year" at the recent Michael Awards for the fashion industry—time to get wet! Dildos have featured prominently in Dov's business success; he apparently pays off some of his models with them in lieu of a decent day rate. How's that for figuratively fucking the talent?

Snapped on Wooster and Grand by [Stereo Hell](#)  
(Click image to enlarge)

-Copyranter



[AD NAUSEUM](#), [AMERICAN APPAREL](#), [COPYRANTER](#)

0 comments

May 20, 2008



FAKE ADS

## Prankster Names Dov Charney Dildo Of The Year



Energetic American Apparel CEO Dov Charney was named "Retailer of the Year" last week, and the anonymous American Apparel ad spoofer jumped right on it. Copyranter found this new poster of Dov holding up what *should have been* his award: a dildo. Way to stay tied in to the news cycle, spoofer. Larger picture after the jump.

[Copyranter at [Animal NY](#)]



*union square*



copyranter

THURSDAY, JUNE 12, 2008

## fake American Apparel ad artist gets VERY insidery.



(click images for closer look)

**What's with Bambi?** you're probably asking. NEVER question an artisan. This is the ad he/she is referencing. Please take note of the switch in medium—from paste-up poster to drawing right on the wood with glow-in-the-dark chalk/ink. 'Post No Bills', you say, authorities? No problemo. Also take note of the crude labium minora/majora peek, an oft repeated element in the Series. Some of you may want to point out that the model isn't actually wearing leggings. SO WHAT! GOD, you're all such unseeing literal ninnies. (near Union Square, images via, as usual, stereo hell)

posted by copyranter @ 3:30 PM

0 comments

NEW YORK, 5:32 PM, THU JUN 12 | 53 POSTS IN THE LAST 24 HOURS | [tips@gawker.com](mailto:tips@gawker.com) | [SUBMIT A TIP](#) | [📧](#)

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MEDIA GOSSIP AND POP CULTURE ROUND THE CLOCK.

Why Lindsay Lohan is a Gay Hero



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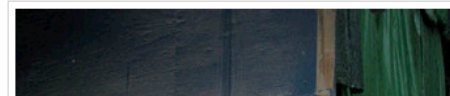
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AD REMIXES

## American Apparel Spoof: Bambi Porn Edition



The anonymous American Apparel **ad** **prankster** strikes again. This time with more animals! Also—it must be said—with even more poon-tang **than usual**. Copyranter says the new installment is a spoof of **this bambi-themed ad**. If Dov Charney doesn't find this vandal and put him or her on the payroll immediately, he's even **crazier** than we think. Click through for two uncensored photos of the (explicit, artistic) latest work:





copyranter

THURSDAY, JULY 03, 2008

- the fake American Apparel ad artist (or a copycat) tags AA in-store signage. As stereo hell, suggests—check the security camera tapes! ([link](#))

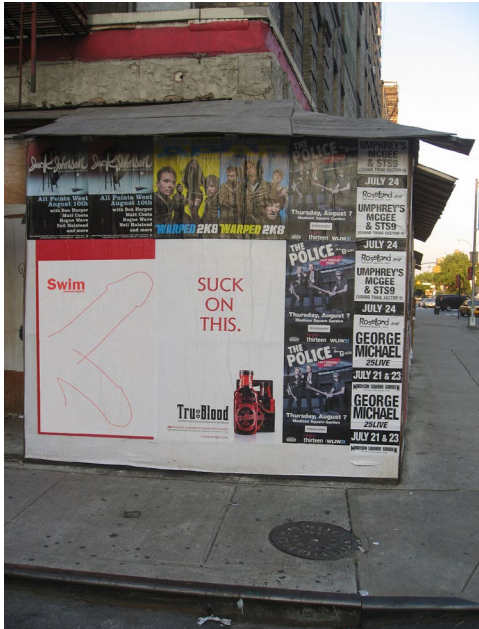


*american apparel store, smith st, brooklyn*





kenmare



*kenmare and mulberry*



## FAKE ADS

## American Apparel Spoofer Embraces Equality In Genitalia



The notorious, mysterious, and *sexy* American Apparel ad spoofer raises so many philosophical questions: What is art? What is advertising? What is porn? And does showing blowjobs count as "sexual equality?" The spoofer has a long history of drawing female genitalia (and dildos). But now he or she has made the leap to showing penises for the cause—something Dov Charney can only dream of. Click through for the most overt (possibly NSFW, although it's *just a drawing*) example:



[Stereohell via Copyranter]

Read More:



New York, 12:31 PM  
Mon Jul 21  
30 posts in the last 24 hours

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12:02 PM on Mon Jul 21 2008  
By Hamilton Nolan



*kenmare and bowery*



## ADVERTISING

# YOU CAN'T SPELL 'ANAL' WITHOUT 'LA'



Sodomy and James Joyce? They go together like [Dov Charney](#) and [dildos](#). Here, the fake American Apparel ad artist cheekily and literarily responds to a rash (heh) of AA immigration reform posters featuring a JFK quote recently erected at several locations in downtown NYC (this one's at [Kenmare and Bowery](#)). Although the 2003 Supreme Court decision in [Lawrence vs. Texas](#) essentially voided all anti-sodomy laws that were still on the books in 13 US states, I still applaud the sentiment—and the derriere—of this piece. And right now, I'm imagining Dov reading this post, pulling his peeny out of his AA jeans, and masturbating to this ass and thong line drawing (and maybe also Giselle's butt there) while thinking about one of his immigrant female factory worker's nice round rump.

Photo: [|Stereo Hell|](#)

## ADVERTISING, COPYRANTER, FAKE AMERICAN APPAREL ADS

2 comments

by [Copyranter](#) on July 22, 2008



*smith at douglass*



## ADVERTISING

# COBBLE HILL FUN BAG



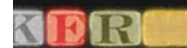
For the first time, the fake American Apparel ad prankster hits Brooklyn. And for the first time, he/she hits one of the AA stores directly (that's the Smith St. location). I like this simpler **close-up graphic look** the artist is exploring—because just like with the real American Apparel amateur porn ads, showing items of clothing is basically inconsequential. Judging by the fingernails, that appears to be a woman's hand tweaking the perfectly formed nipple. Is this the second **sapphic interaction** the artist has depicted in this splendid series? Or is that the topless woman's own hand? Only the artist knows for sure. Bravo! More!

Image: **Stereohell** (who else?)

## ADVERTISING, COPYRANTER, FAKE AMERICAN APPARREL ADS

0 comments

by **Copyranter** on August 1, 2008



search

## AD REMIXES

# Paradigm Shifts As American Apparel Spoofer Attacks Brooklyn



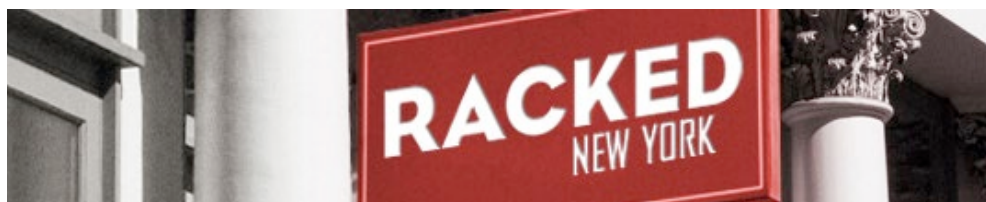
Everything is different now: for the first time in recorded history, the mysterious and **porny** American Apparel **ad spoofer** has **struck** in Brooklyn. Manhattan is so over! Is this a good thing or a bad thing to Brooklyn gentrification opponents, philosophically speaking? The new piece is also directly next to an AA store, perhaps marking an escalation in the conflict between spoof in commerce. Or a confluence? So many questions. One thing we are sure of: this spoofer fears neither **male** nor **female** private parts, at least in line drawing form. We feel the

time has come for Dov Charney to speak out directly on his, uh, admirer. Click through for a larger pic of the latest, uh, artwork:



*warren and court*





## American Apparel

Thursday, August 7, 2008, by Izzy Grinspan

More X-rated fake American Apparel ads have turned up, this time in Brooklyn, and boy are they porny. You'll have to click over to Animal NYC for a full viewing (it's totally NSFW), but this bare-bones description of an ad on Court and Warren sums it all up rather succinctly: "It's got seven sex toys in it." That it does. [Animal NYC]



---

Filed under [Brooklyn: Boerum Hill, Cobble Hill & Carroll Gardens](#), [Quicklink](#), [Ads](#), [American Apparel](#)



*bowery*





*avenue A*

## Fake American Apparel Ad Artist Sexes Up Mo Pitkin's.

*(click image for closer look)*

With **what** appears to be a big sticker, our insatiable merry NYC AA prankster takes over the window of the shuttered Mo Pitkin's House of Satisfaction on Avenue A. The "We're coming" headline is from [this AA ad](#) announcing the retailer's entry into the Japanese market. Of note is the bush peek: In the past, the artist's line-drawn models have always been [completely, baldly Brazilian](#). *(image via, as usual, stereo hell)*

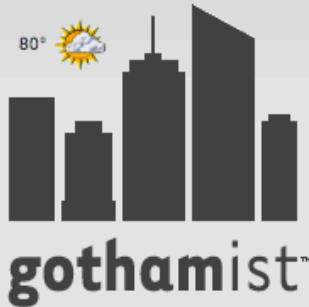


posted by copyranter @ [10:10 AM](#)

[0 comments](#)







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Summary View [\[CH\]](#)

JUNE 30, 2008

## American Apparel Prank Covers Mo Pitkin's Space

Two weeks ago [Eater](#) reported that 34 Avenue A, the space that held Mo Pitkin's -- which [closed earlier this year](#), is now in contract. Since there's a transferable liquor license which goes along with the keys to the joint (described as a perfect multi-use space), it will likely become another bar/venue/club...but one prankster is suggesting otherwise.

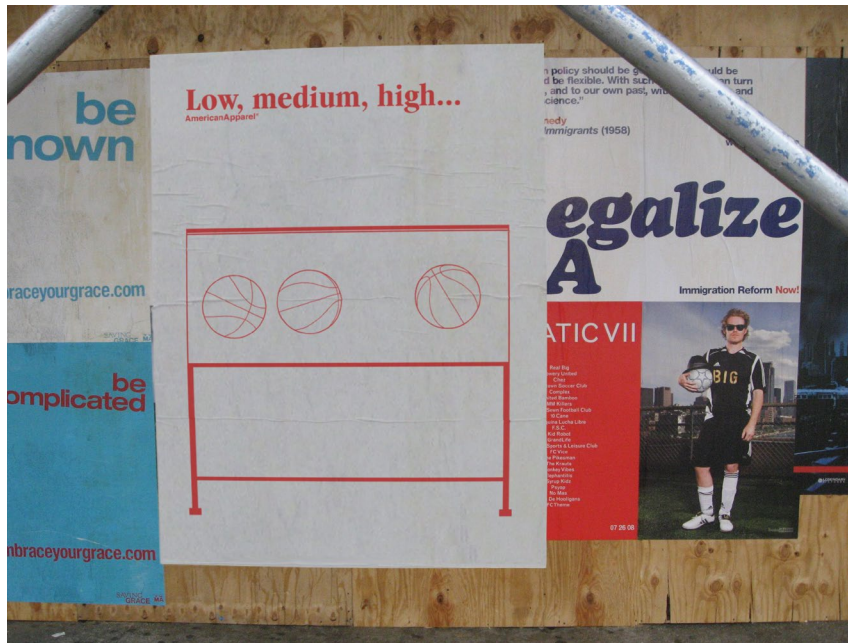
[Copyranter](#) caught a glimpse of the old "House of Satisfaction" recently. If you look closely past the glare on the window, you'll see "what appears to be a big sticker, our insatiable merry NYC AA prankster takes over the window of the shuttered Mo Pitkin's House of Satisfaction on Avenue A. The 'We're coming' headline is from this AA ad announcing the retailer's entry into the Japanese market."



In all likelihood, however, American Apparel is not coming to the space, lest Dov Charney plans to enter the nightclub biz. In which case, we're all doomed.

By [Jen Carlson](#) in [Arts and Events](#) | [Link](#) | [Comments \(9\)](#) | [Recommend this! \(1\)](#) | [\[Share +\]](#)

Tags: [American Apparel](#), [Ave A](#), [closed](#), [Mo Pitkin's](#), [prank](#), [sticker](#)



*broadway*



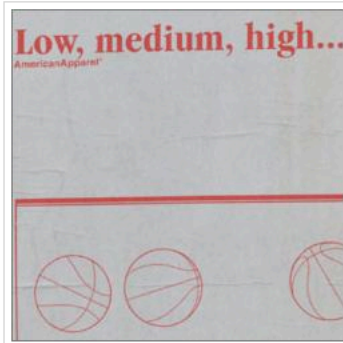
*howard and broadway*





AD REMIXES

## American Apparel Ad Spoofers Become An Art Critic



The anonymous American Apparel ad remixer has consistently shown—along with a love for pornography and a belief in the dildo-ness of AA boss Dov Charney—a marked devotion to actual "art." We're not dealing with just another vandal here; we're dealing with a vandal who may have gone to art school at some point. This valuable education enables not only the clean, porny line drawings on the ads, but now, a new frontier: a reference to pop artist Jeff Koons. And a nude woman! I don't

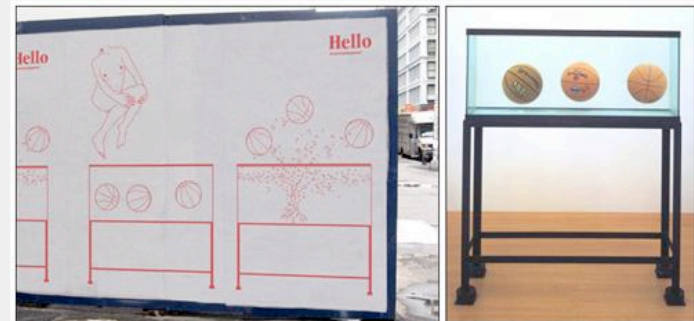
think it's exaggerating the case to call this fake postermaker an *educator*. The seminal work:

Jeff Koons' "Equilibrium":



ADVERTISING

## FAKE AA AD ARTIST CANNONBALLS FAKE ARTIST KOONS



(Click image to enlarge)

After fucking fake artist [Damien Hirst](#) in his overhyped bum just last week, the brassy fake American Apparel ad burlesquer splashes water in the face of the [neo-pop bullshitter](#). Koons's "Equilibrium" (1985) consists of one Wilson and two Spalding basketballs floating in a mixture of sodium chloride reagent and distilled water. According to the artist, it suggests "death." As does diarrhea. So let me be the first to call it: the AA prankster's racy reimagining of Koons's krap suggests "life." OK, where's my *Art In America* column?

Photo: Via the artist's co-conspirator [Stereo Hell](#) (Howard St. and Broadway in SoHo)

ADVERTISING, COPYRANTER, FAKE AMERICAN APPAREL ADS

0 comments

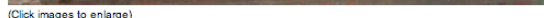
by [Copyranter](#) on August 13, 2008



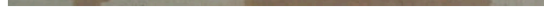
warren and court



## Brooklyn's Cameltoe Double-Penetrated



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ADVERTISING, COPYRANTER, FAKE AMERICAN APPAREL ADS

0 comments by [Copyranter](#) on August 6, 2008



*kenmare and mulberry*





*kenmare*



*broadway and howard*





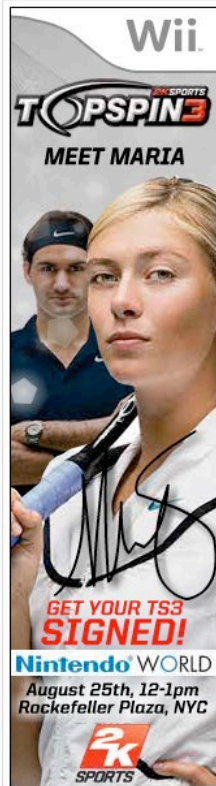
## ADVERTISING

### Red, White, And Boobs!



The fake American Apparel ad artist plastered a fake AA ad babe over a real AA ad babe at a soon-to-open [AA retail outlet](#) on the corner of Broadway and Howard St. And, for the second time this week, the jokester has punked Jasper Johns. Previously, he/she mooned one of JJ's [Target pieces](#). This time, the prolific prankster playfully pussified Johns's 1958 work "[Three Flags](#)." Putting on my art critic kerchief for a sec, here's an interpretation: Because of the artist's red motif, the flags are of course missing their blue star fields. But, I believe, "blue" is represented here by the artist's starkly pornographic oeuvre, right? God Bless America. After the jump, view the chesty reimagining of this future AA store's front door.





## AD REMIXES

## American Apparel Ad Spoofers Strike The Heart Of The Beast



The anonymous, **sex-positive** American Apparel ad spoofers' latest conquest: the windows and front door of an upcoming Soho American Apparel store. Verily, our wayward artist has decided to strike Dov Charney right where he lives. Is this further evidence that the spoofer might be in cahoots with the company—the manifestation of the CEO's **inner desire** for ads **unfettered** by his dreary clothing? It's time to reveal yourself, poster-person. Click through to see the, um, seductive (?) re-imagining of the store's entrance:



[Stereo Hell via Copyranter at Animal]

New York, 5:25 PM  
Fri Aug 22  
50 posts in the last 24 hours  
[RSS](#)

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*carroll st. station*



## ADVERTISING

# AMERICAN APPAREL, ADVERTISING, ART, ARTIST, ALL ABUSED



This latest piece in the nearly year-old Stereo Hell guerrilla marketing project is the most playful and mind-altering yet. The artist has redrawn the scene from a recent poster placement on the [front door](#) of a soon-to-open American Apparel outlet, and then created a hilarious crime scene. The two cops standing on their heads are a recreation of Maurizio Cattelan's goofy 2002 sculpture "[Frank & Jamie](#)." Cattelan is probably most famous for his controversial piece "[La Nona Ora](#)," depicting Pope John Paul II being struck by a meteorite (which sold at Christie's for \$3 million). Add in the requisite fake naked babe mocking/celebrating the upside-down coppers, and, well, I honestly don't know WHAT the hell you end up with. But it's fucking fun!

Carroll Street subway station. (Photo: [Stereo Hell](#))

ADVERTISING, COPYRANTER, FAKE AMERICAN APPAREL ADS, STEREO HELL

1 comments

by [Copyranter](#) on August 25, 2008



*court and luquer*



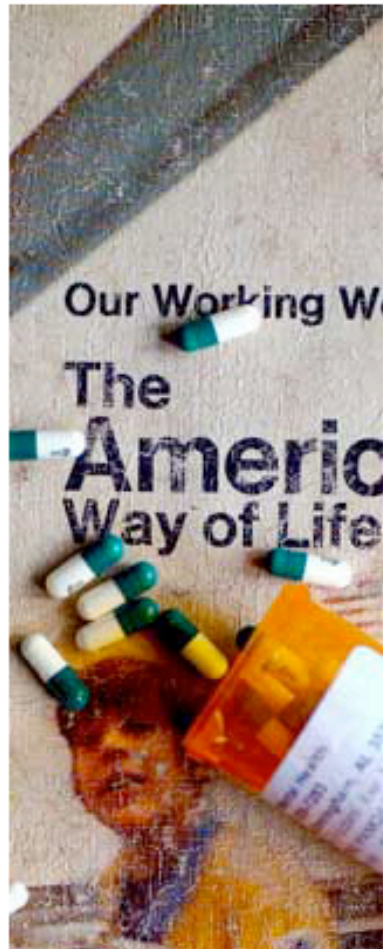


*13th street*



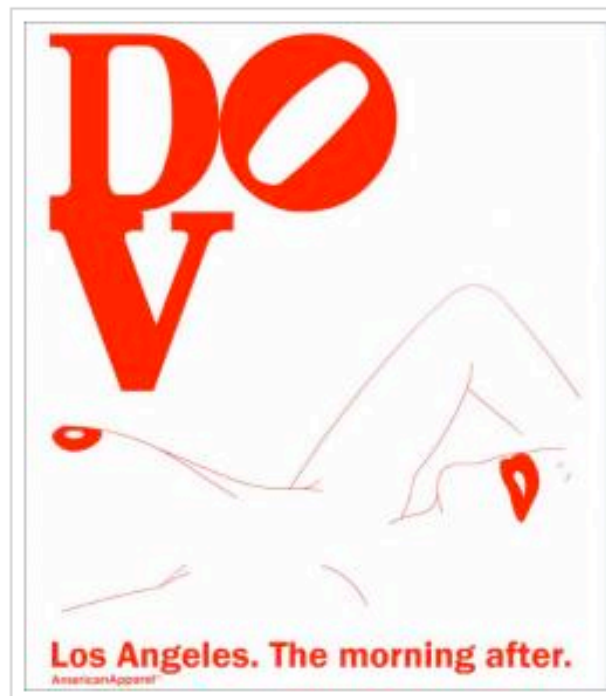
*wooster*





FAKE FAKE ADS

## Denied! Anon AA Ad Artist Slams Faux-Bam Culture Jam



So yesterday we posted what seemed to be a new work by the anonymous American Apparel **ad spoofer**—this one featuring **Obama being menaced by a big dick**, with the **familiar slogan** "The Assassination of Barack Obama" and an American Apparel logo. Then **we heard** that it might *not* be a work by the actual spoofer, which was **confirmed** by the spoofer's own blog, then **confirmed again** by Copyranter, who thinks the Obama piece is a Photoshop fake. Now the spoofer himself has sent us a statement, of sorts, saying he welcomes

copycats as long as it's clear they're *different* copycats (and he's not a **Dov Charney** employee, thank you):

ADVERTISING

## Reveal: Fake American Apparel Ad Posters All Photoshopped



Last night, Stereo Hell exclusively shared with ANIMAL this [nifty video presentation](#) (click the red arrow) revealing that **all of the guerrilla AA posters** were in fact not physical posters, but expertly Photoshopped fakes (unlike the [SH imposter's shoddy work](#)). We were clued into this twist months ago, but we promised to keep mum until the series was finished. And, the Stereo Hellers tell us the video marks the end of this very entertaining erotic art/ad project. "I already feel sad thinking about walking in Soho and not having to take pics of billboards," says SH's Imp. But they're looking forward to beginning work on the next idea. As are we.

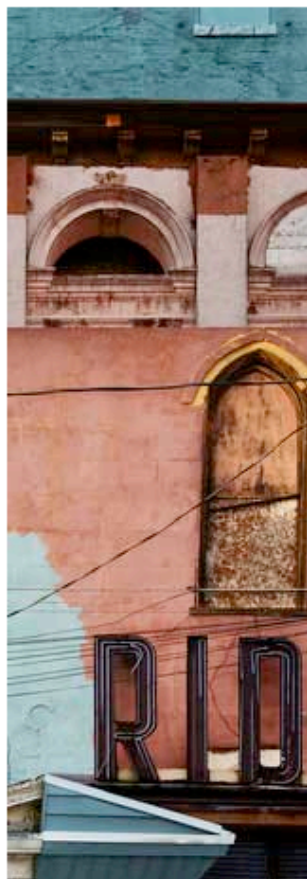
Screen cap is of the very first guerrilla American Apparel poster from November 2007, which was Photoshopped over ad boards at West Broadway & Grand St.

ADVERTISING, COPYRANTER, FAKE AMERICAN APPAREL ADS, STEREO HELL

0 comments

by [Copyranter](#) on September 9, 2008





## REVELATIONS

## The American Apparel Ad Spoofer's Final Joke On Us All



Well, our faith in the reliability of photography has been shattered, a decade after it should have been. The **porny** American Apparel ad spoofer, whose sexy ad remixes we have thoroughly documented, has been revealed as an art project by the graphic design aficionados who run **Stereo Hell**, as expected. More importantly: the spoof "posters" plastered throughout the city, and on AA stores, weren't posters at all; they were just **Photoshop mockups**. They existed only in imaginary pixellated form! No wonder none of them ever

turned up on Ebay. I suppose this says something about the true nature of art; but I must admit that the achievement seems less impressive now. There is no Santa Claus either, btw. After the jump, two Photoshopped photos of the spoofer's final **big reveal**. We'll miss you, you fake bastards:



For more information, call 201-864-6699

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## Art Pranks

Tuesday, September 9, 2008, by Joey

Wondering where you can see some of those erotically-charged spoof American Apparel ads that have been popping up all over the city? You can't, because **they don't actually exist.**

According to ANIMAL, "all of the guerrilla AA posters were in fact not physical posters, but expertly Photoshopped fakes (unlike the SH imposter's shoddy work). We were clued into this twist months ago, but we promised to keep mum until the series was finished." Crazy! And now, the experiment/art project, in which the fake ads were also fake, has come to an end. Our head hurts. [ANIMAL]



Filed under [New York City](#), [Quicklink](#), [American Apparel](#), [American Apparel Imposter](#), [Insane Public Art](#), [Signs](#)

THE FOURTH ANNUAL  
NEW DEVELOPMENT FORUM

**Wednesday,  
Sept 10th, 2008**

Networking reception: 3-6:15pm  
Event: 6:30-8:30pm



<b>American Apparel®</b>  <a href="#">Home</a>	Online Store	Store Locations
	<a href="#">Photo Collections</a>	<a href="#">Press</a>
	<a href="#">Viva Radio</a>	<a href="#">Jobs/Careers</a>
Regional Home Pages: <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a> <a href="#"></a>		

## American Apparel Strikes Back (in a good way)

Posted by: [Zack](#) (Employee) 12/4/2008 12:06

If you are anything like me and you use [Gawker](#) as your main source of internet news/gossip, you may be familiar with the now somewhat infamous [American Apparel Ad Spoofer](#), the (formerly) anonymous guy/gal/group who took American Apparel ads and made them "lewd beyond even our advertising standards." Well long story short, "formerly anonymous" ended up being the folks over at [Stereo Hell](#), who never even actually put the ads up anywhere but instead used their fantastic photoshop skills to fool the world.

To show that we are good sports and know how to take a joke, we ran an ad on the back page of the latest issue of [Vice Magazine](#) showcasing some of our favorites from the Stereo Hell collection. Check it out.



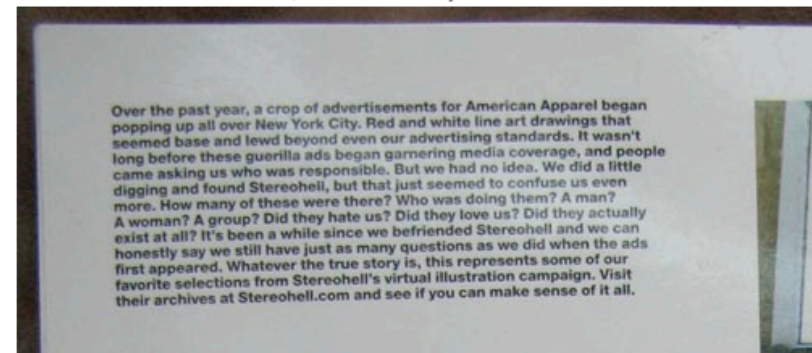
## ADVERTISING

## Fake AA Ad Artist Now Real AA Ad Artist

On Halloween, I had lunch with Imp and Aloha from Stereo Hell and they told me that American Apparel had contacted them and that an ad was being prepared for the November *Vice* magazine. And here it is, on the back page! It's a sort of an advertorial with a selection of AA's favorite fake AA guerrilla pieces from the last year (including one of my favorites, "Dildo Dov"); pieces that turned out to be expert [Photoshops](#) not physical street art posters. So: the art/ad/commerce circle has been completed, digital has become print, virtual has become real. This leaves me feeling a bit melancholy. I've been a fan of this starkly pornographic, red-on-white send-up movement, from the early [super-sexual](#) pieces to the later crazy [pop art](#) pranks. I guess my only question is:



what took American Apparel so long? In recent days, the artist has completed a couple of interesting anaglyph 3-D pieces ([one](#), [two](#)) that are kinda tributes to the *Vice* ad. Look below to read the ad's copy. In it, AA confesses that they still don't know if the artist hates or loves them, which is the way it should be.

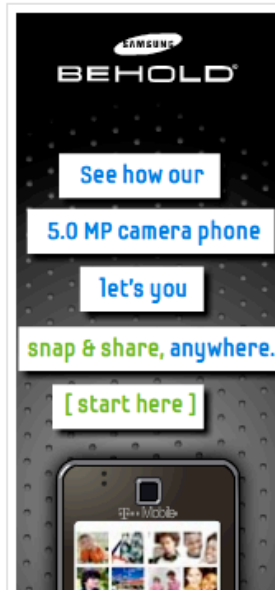


[Image: [Stereo Hell](#)]

ADVERTISING, AMERICAN APPAREL, COPYRANTER, FAKE AA ADS, VICE

0 comments

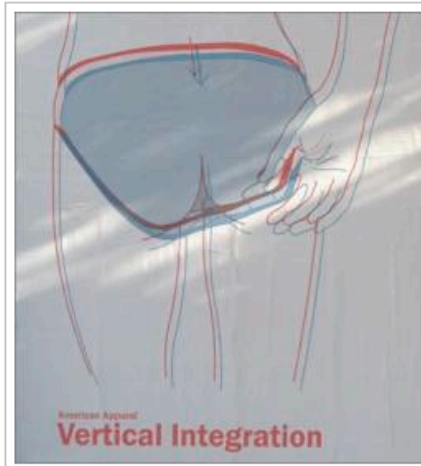
by [Copyranter](#) on December 4, 2008



META

## American Apparel Successfully Swallows Its A

By [Hamilton Nolan](#), 2:14 PM on Thu Dec 4 2008, 1,480 views



All subversive things in our culture must eventually that they subvert. It's the American way. The **Ameri** had a **months-long run of fame** for creating super-] (which eventually turned out **to be Photoshop fakes** has now become the subject of an actual **American**. naturally! Click through for photos of **Dov Charney**

[[Stereohell](#) via [Copyranter](#) at [Animal](#)]





## American Apparel Uses Fake AA Ads in Real AA Ad; Williamsburg Implodes

Thursday, December 4, 2008, by Izzy Grinspan

Remember those **porny fake American Apparel ads** that were allegedly [popping up](#) all over downtown for a while last year? In September the artist collective who made them, **Stereohell**, [revealed](#) that they hadn't actually plastered obscene posters on city walls—they'd just Photoshopped their work onto pictures of various street scenes. And now the prank has come full circle: American Apparel [has collected](#) Stereohell's images into a real ad—that is, an ad genuinely intended to promote their clothing—on the back cover of November's *Vice* magazine. Isn't the hipster circle of life a beautiful thing?

- [Billboards: Faux American Apparel Ad Pushes the Envelope in Soho](#) [Racked]
- [Reveal: Fake American Apparel Ad Posters All Photoshopped](#) [Animal NY]
- [Fake AA Ad Artist Now Real AA Ad Artist](#) [Animal NY]



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← [AdHack Blog](#)

Posted:

6 December 2008 @ 6pm

By:

James Sherrett

Categories:

[Business](#), [Community](#),  
[Examples](#), [Satire](#), [Trend](#)  
[Spotting](#)

## American Apparel Ad Spoof Made Real



A short look at how [American Apparel](#) claimed some satirical ads as their own. Or, how things on the edge migrate to the centre.

1. Around New York, some [porny, guerilla American Apparel ads](#) (some NSFW illustrations) appeared on city walls and spread like wildfire.
2. Right, those weren't actually *physically* on the walls. They were [AA ads photoshopped onto the walls](#) by the artist collective [Stereohell](#) (warning: short auto-play audio).
3. Here's a [video compilation of the rogue American Apparel ads](#) (once more, NSFW, so click the red arrow).
4. Open to cool ideas and willing to work with people to make cool stuff? Yes, American Apparel, you are. You took the original spoof ads and made them into a [real ad on the back cover of Vice magazine](#). Fits like a glove.

Reading about this story is like watching cool happen.

Over the past year, a crop of advertisements for American Apparel began popping up all over New York City. Red and white line art drawings that seemed base and lewd beyond even our advertising standards. It wasn't long before these guerilla ads began garnering media coverage, and people came asking us who was responsible. But we had no idea. We did a little digging and found Stereohell, but that just seemed to confuse us even more. How many of these were there? Who was doing them? A man? A woman? A group? Did they hate us? Did they love us? Did they actually exist at all? It's been a while since we befriended Stereohell and we can honestly say we still have just as many questions as we did when the ads first appeared. Whatever the true story is, this represents some of our favorite selections from Stereohell's virtual illustration campaign. Visit their archives at Stereohell.com and see if you can make sense of it all.





**stereo hell: The American Apparel Ad Spoofer's Blog** So, the American Apparel Ad Spoofer (one of my heroes) has a blog and this link will take you to all of the posters, from oldest to latest. BRAVO!  
[0 Comments](#)