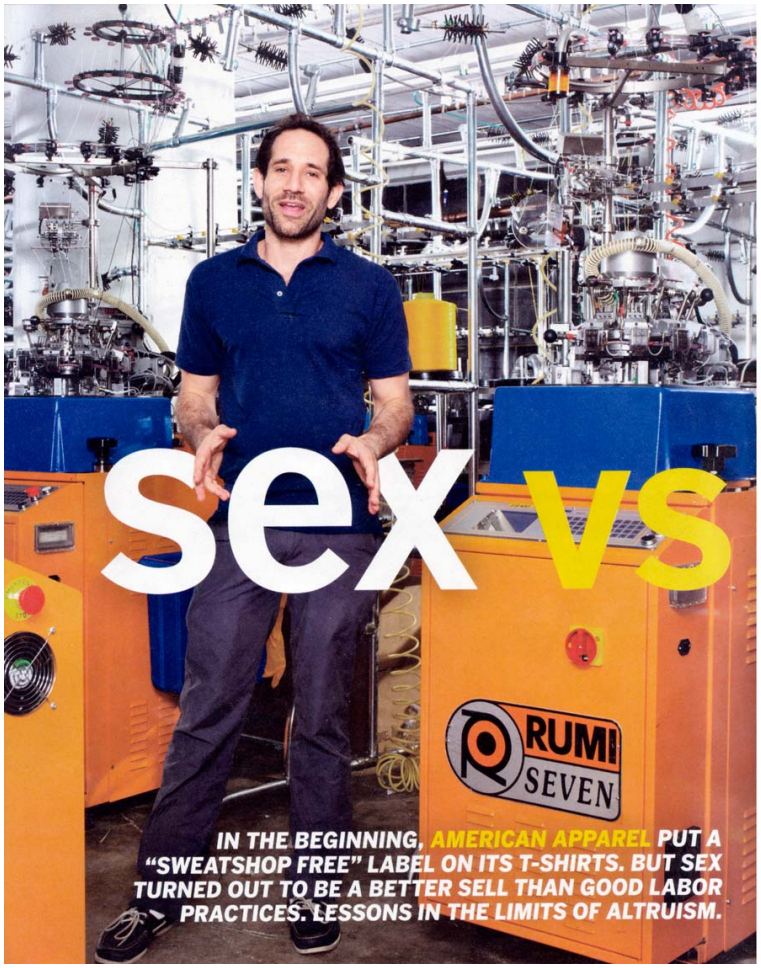
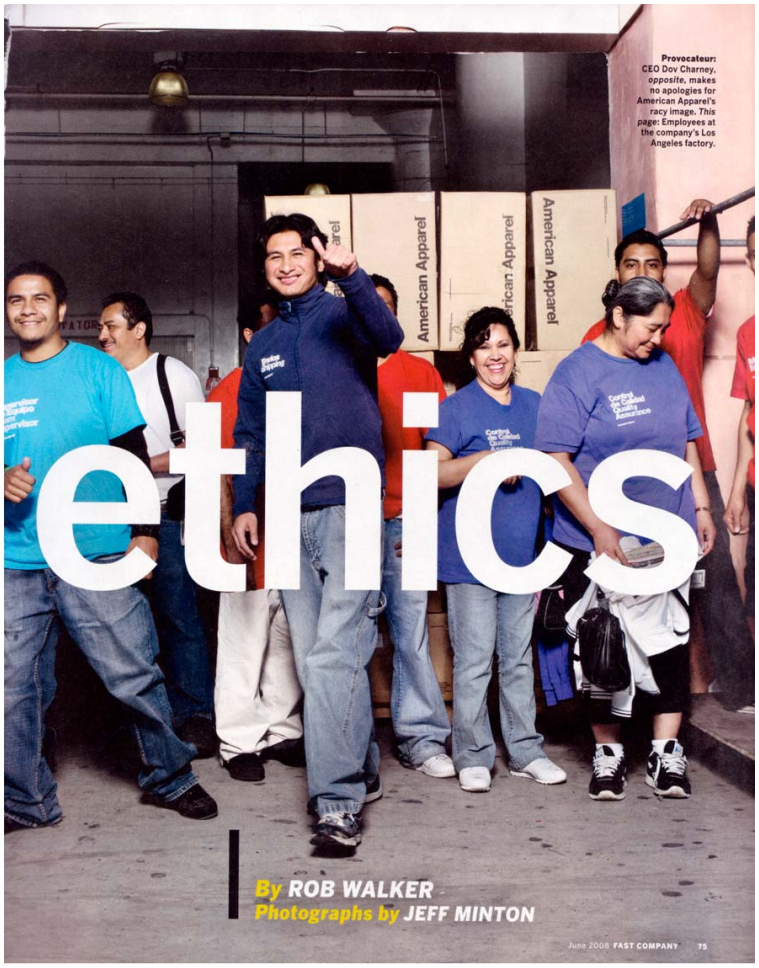


sex vs ethics

IN THE BEGINNING, AMERICAN APPAREL PUT A "SWEATSHOP FREE" LABEL ON ITS T-SHIRTS. BUT SEX TURNED OUT TO BE A BETTER SELL THAN GOOD LABOR PRACTICES. LESSONS IN THE LIMITS OF ALTRUISM.



Provocateur: CEO Dov Charney, *opposite*, makes no apologies for American Apparel's racy image. *This page:* Employees at the company's Los Angeles factory.

By ROB WALKER
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