

Response to excerpt from Senate Standing Committee Inquiry into the sexualisation of children in the media

It has been brought to our attention that one submission to the "Senate Standing Committee Inquiry into the sexualisation of children in the media" has referred to Holeproof's Love Kylie Princess Range. The reference is made as an example supporting evidence contained in a longer submission not made available to the respondent. The submission is made by "Kids free 2B Kids". As licensee of the Love Kylie ranges, Holeproof has chosen to respond to the allegations made in the excerpt provided by the inquiry secretariat.

During 2007, Holeproof offered a range of products under the Love Kylie and Love Kylie Princess brands.

The "Love Kylie" range was marketed to women aged 20 years and above.

The "Love Kylie Princess" range was marketed for 8-11 year olds.

We strongly dispute the suggestion made in the submission that the product was "...very skimpy and highly sexualised." The "Love Kylie Princess" garments were a cute, fun range. At no point was our intention to create a "highly sexualised" product and we would dispute very strongly the allegation that this was the outcome.

The range has since been discontinued, which is not uncommon in our industry.

The Love Kylie Princess range was developed by mothers of young girls who have our customers interests at heart.

Our website had separate pages for the Love Kylie range and the Love Kylie Princess Club. It was brought to our attention in mid-2007 that the links to the two pages were side by side on a "home" page, and that it was felt by some that this was not appropriate. As a result, we removed the "home" page and created greater separation of the two pages.

At Holeproof we are proud of our brands and how we market them. We are careful to research our audiences and to develop marketing campaigns which are appropriate to the respective target market they are designed to appeal to. We take this responsibility very seriously.

John Ripani

General Manager

Holeproof