

Posts to Lands' End Facebook page about a gift of GQ magazine, whose cover showed a nearly nude model



David B Martin

[2 mins](#) ·

I didn't ask for this magazine to start with nor did I care for the near-pornographic material. All common sense is lost among so many I would suggest as many as possible no purchase or postpone for 3 months from Land's end .. to send an appropriate message. Go LL Bean.



Mark Dickens

[2 mins](#) · [Atlanta, GA](#) ·

I am a long-time customer who loves your company and your products. Hang in there, guys.



Jane Smith Petry

[4 mins](#) · [St. Louis, MO](#) ·

Your war on women thru your soft porn ad is not acceptable.



Julie Woodcock

[10 mins](#) ·

There is no woman over 45, muchless over 60, in your fall catalogue. Additionally no woman over 150 lbs which the average American woman is. Your styles are no longer created for real women. I am a real woman who has decided since you think I am invisible I will be.



Luke Arnold

[10 mins](#) ·

Omg. Everyone of you Christian nut jobs need to grow up. Your children are exposed to more graphic stuff on the internet, the news, and even your own bible for gods sake.

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Pat Griffith

[12 mins](#) ·

the cover is nice - and to the mom worried her teen son was aroused by it, well it is natural and chances are he has seen much more with friends or on the web . lol



Kyle L. Hillard

[13 mins](#) ·

Pornography, obscene, disgusting, I even read a woman say that "her 14 year old son will never be the same" Are you people serious? It's a gorgeous woman, no more. it's not porn because she's not engaged in a sex act, it's not obscene because she's displaying the beautiful person God made her, and it's only disgusting to the people that think this is wrong but shooting an unarmed teenager is within the law...look up the term disgusting, please, before you write any more posts.



Sandra Good Marlin

[15 mins](#) · [Searcy, AR](#) ·

I WOULD LIKE TO TELL YOU I DID NOT APPRECIATE THE FREE MAGAZINE. I ORDER MY CHILDRENS BACK PACKS FROM YOUR COMPANY, BUT I WILL NO LONGER DO SO. WE ARE A CHRISTIAN FAMILY AND I HAVE A 11 YEARS OLD SON.



Tony Budz

[20 mins](#) ·

Not too thrilled with the cover, who's doing your PR previews?



Jack Cory

[21 mins](#) ·

I fail to see the problem with the cover that offends some. I see only something attractive: the human body.



Ginnie Poovey

[21 mins](#) ·

Feel free to count me OUT as a fan of Land's End due to their poor judgement in choosing to send GQ magazine to many of its customers! As for me and my family, we will shop at L.L. Bean from now on!!! My mother has purchased her entire Christmas list through Land's End for MANY years...but NO MORE!!!



Tony Berardo

[27 mins](#) ·

where is that new GQ magazine cover???



Hazel A Aranas

[27 mins](#) ·

Where's the cover picture? Can't post it here on FB? But you can mail it out to how many?



Chris Davis

[28 mins](#) ·

I had to come over here and read what the hub-bub was about. Good grief people, it is a magazine that you can pick up in the grocery store! I look forward to ordering from this company in the future....(and BTW, I didn't get this freebie in the mail). If I would find offence in it, I would throw it away when I sort the mail. It appears that people today LOVE to wallow in finding and being offended over one thing or another.



Dylan Esposito

28 mins ·

So had the model been wearing a bikini top, which covers the exact same area as the lei, this wouldn't be an issue.....People now a days I swear



All John Taxi

31 mins ·

I like the cover its a girl with natural beauty not porno some people man



Bob Smith

36 mins ·

http://www.gq.com/images/copilot/women/celebrities/201407/1403276086547_emily-ratajkowski-gq-magazine-july-2014-women-hot-01.jpg



Bob Smith

38 mins ·

<http://the305.com/blog/wp-content/uploads/2014/06/EmilyGQ1.jpg>



Brian Patzmann

44 mins ·

I've never seen myself as a Lands' End customer. However, hearing the outcry over this "gaffe" makes me want to become one, as well as subscribe to GQ. I'm completely ready for everyone who wants to yell "Pornography!" every time a pair of breasts is exposed, to just go away quietly and never be heard from again. I don't know why we kowtow to these kind of people and ask for their forgiveness for the most minor of discretions (and this is literally as minor as it gets, Oh the children! get over yourselves please). Seeing as it was a gesture of kindness, and nothing is more kind to me than a beautiful pair of breasts in front of me, I for one would be happy to shop at Lands' End, and I thank you as well as GQ for being a wonderful organization, even if you did have to issue an apology. For what, I'll never understand.



Mau Mau Vittles

1 hr ·

Dear Lands End I would have appreciated a copy of Cat Fancy as an option but this GQ will do as I realize Cat Fancy would be an issue of discussion as well , for all the felines on the cover arnt just topless but at many times unclothed and nude



[Terence Boucher](#)

[2 hrs](#) ·

Sorry that we still have to have a discussion about why pictures of nearly bare chested women are obscene. But the subscription to Conde Naste probably would have been a more conservative first choice.



[Debbie Harris](#)

[9 hrs](#) ·

Not sure where all of the posts are about Mother's having a fit about the arrival of a GQ magazine with a mostly naked woman on the front. Really, get over it. What, you think your kids have not seen this stuff. It is hard for me to imagine that in this day and age we have that many Mother's that are such prudes that this is a big deal.



[Melissa Bagley Miller](#)

[10 hrs](#) ·

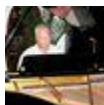
Shame on you Lands' End. You have just lost another loyal customer. I was saddened to hear of your colossal error in sending unsolicited pornography (GQ with nude cover) to unsuspecting customers. I'm frustrated because I have shopped at your stores and online for years. It's a real shame, but I will definitely be taking my business elsewhere.



[Abby Antweil](#)

[11 hrs](#) ·

Lighten up people. A partially clothed woman is not obscene. Americans are so uptight. You'll watch disgusting reality tv, you'll watch loads of murder & mayhem on csi, but a beautiful representation of the female form, well that's just too much.



[Cameron Huff](#)

[11 hrs](#) ·

Dear Land's End. It appears we as a country have officially become a people more invested in high dudgeon and indignation than anything else. A country, dare I say, channeling Dame Maggie Smith in ?Downton Abbey, but without the wit. Sad, really. Keep doing what you do so well and don't let the hysterical bluestockings get you down.



[Drpatryce A Smith](#)

[11 hrs](#) ·

Shame on you for sure...for your male customers..degrading your female customers?



[Winson Thai](#)

[11 hrs](#) ·

Instead of whining and complaining about the GQ magazine, people should have just thrown it out if they didn't want it. Stuff like that is everywhere nowadays. My mom shops at lands end and i honestly am disappointed she didn't get that magazine. I don't think there was a need to apologize



Elizabeth and Dwayne Kinney

13 hrs · Lexington, NC ·

We will not support your company anymore! How disgusting to send out such a magazine. Your staff should be ashamed!



Sue Skindell Bauman

13 hrs ·

Earlier today I posted a comment on a GQ magazine I had received from Land's End yesterday. I was shocked & disappointed. However, I will not be severing my ties with Land's End anytime soon. I am very impressed with the rapid & thoughtful response by Mr. Huber & staff to my comments. It has reinforced my perception of the quality company I have always believed Land's End to be.

I am sorry for any overt negative responses in the media; that was not my intent. I guess I was not aware of the power of FaceBook. We who spoke out have been totally bashed in the commentary on the CNBC website. It is sad that people presume & judge without getting all the facts.



Maria Zuniga

14 hrs ·

Just got my two medium printed totes today, the animal print and the black and white stripes one. I am soooooo happy, so pretty and well made!!! Thumbs up Lands end!!!



Gina Smith

14 hrs ·

I do not see what the BIG deal is about the magazine. I was given more than enough notice that I would receive a gift subscription of Allure Magazine. Look at your at the screens people. Dear Lands end, I will take someones unwanted GQ mag subscription happily.



Dixie Sargent Redmond

21 hrs ·

Dear Land's End:

Please ask permission to send magazines to my mailbox. Read about permission marketing.



Krissi Smyla

23 hrs ·

Im female happily married and I don't mind GQ. While I'm not a frequent Lands End customer I think that too big of a deal is being made of this. A topless woman isn't any more pornographic than a topless man. Calling a topless woman pornographic is another form of bodyshaming, and I'm thankful I grew up in a home where I was taught that the body is

just that a body. That breasts are used for sustaining life and our bodies are used for creating life and supporting it. Nobody here (I hope) would call the Birth of Venus, Chloe, or Danaë pornography, why is this any different?



Sue Skindell Bauman

[Yesterday at 7:42am](#) ·

My 14-year-old son brought in the mail today & was quite disturbed & fascinated by a "gift" Lands End sent us -- a copy of GQ magazine with an absolutely OBSCENE cover!!!

While GQ may have been a reputable magazine at one time, today it seems to have sunken to the level of smut. Not only was there a topless woman on the cover, but she reappeared inside in several topless, provocative poses. I am appalled that Lands End - which I have always thought of as a "wholesome," family-oriented company - would be the one to expose my son to pornography!

Words cannot express how deeply disappointed & angry I am over this!



Julie Doyle Baumgartner

[Yesterday at 7:39am](#) ·

I am writing you concerning the GQ magazine I recently received on the behalf of Land's End. I was shocked and severely disappointed to receive such a magazine unsolicited. I had never expected to receive such a thing from a company with a caliber such as yours, and am saddened that I will no longer to be able to shop with you.

I try hard to protect my children from the devastating influences of pornography, and when my six year old daughter brought in the mail that day I wa... [See More](#)



Nancy Mandil

[August 12 at 7:47pm](#) ·

..

I think I was even more appalled at the excuse in the form of an apology, that I was sent. That they meant it to be a gift to their male customers. That is absolutely disgusting and a major disrespect to your female customers. Those type of magazines are degrading and make women out to be objects. If that is the type of mind set your marketing has on women, then I think that person needs to be fired. If that is what you thought your male customers might like, then I want to know, what you think your female customers would like, as I don't even think there is a female equivalent of GQ. Of course there is no sexualizing males that take place, only of women.

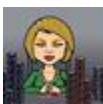
And please stop copying and posting the same response. I read the same response over and over again in other posts, and it is getting pretty lame.



Daniella Goodrich

[August 12 at 7:46pm](#) ·

I am extremely disappointed with you Lands End!!! I been buying uniforms for my 10 years old daughter from you for about four years now and some how you thought it would be appropriate to send me a trashy magazine???? You can keep your pornographic "bonus" to yourself!!!!



Caren Biberman

[August 12 at 6:33pm](#) · [Jersey City, NJ](#) ·

Dear Lands End

First, I do not want to receive Conde Naste Traveler or GQ or any other magazine that I did not subscribe to. I demand that you unsubscribe me immediately as you never had my permission to subscribe me.



Nancy Mandil

[August 12 at 6:28pm](#) ·

Apparently, I am good company as to the "bonus" that Landsend thought quite appropriate to gift many of it's conservative customers. I got the magazine and was shocked, thought maybe the mail man gave me the wrong mail, then was quite horrified to see MY name, & then saw it was a bonus from Landsend!! Seriously, could you not have chosen, maybe "better homes and gardens" or "real simple"? But GQ of all the magazines out there??!! I am glad I brought the mail in and not my children.



Heike Jo Stoffregen Dodge

[August 12 at 6:23pm](#) ·

Thank you for owning up to your mistake regarding the free GQ issue recently mailed to my house. I was quite upset when I received what I consider to be a pornographic cover photo in my home, where my husband and children were exposed to it. But thank you for immediately sending an honest, humble apology. I believe in redemption (Praise Jesus, my Savior!). You are forgiven.



Tammy Eldredge Mahoney

[August 12 at 6:07pm](#) · [Kingston, NH](#) ·

Hey Land's End - thanks for the AWESOME customer bonus!! I can't wait for the reaction to it from the Catholic school that requires we buy our uniforms through your company. Maybe my daughter can even make book covers from the pinup pictures in the article!



Aubrey Lynn

[August 12 at 5:52pm](#) ·

Hi Land's End! My husband just shared with me the apology email that was sent (he received his GQ today). I thought the apology was very classy and give you kudos for it (though I think it was a bit unnecessary), and I just wanted to be the minority for a moment...we didn't mind and I don't think either of us were offended when the magazine came. We don't have children, and I can understand how some who do have children were upset. It's great that you're a family company. But...

[See More](#)

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Molly Brown

[August 12 at 3:03pm](#) ·

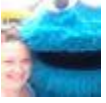
I have 8 wonderful and innocent little grandchildren for whom I purchase ALOT of Lands End clothing, not to mention what I buy for myself. If one of them had seen that piece of trash in my mailbox that came courtesy of Lands End, how would I explain the labels on their clothes? My second angry thought was that my husband was buying this 'media' trash without my knowledge. And so you see the far-reaching effects of such a foolish and stupid choice that I did not even make for myself! Better do more than a lame apology, Lands End--your customers deserve better than this!



Lenore Nuzzo Kornreich

[August 12 at 2:28pm](#) ·

Very, very disappointed in your company. What were you thinking sending out smut like that?



Lenora Lynn Foster

[August 12 at 2:16pm](#) ·

I'm VERY Upset with Lands' End right now!

My 5yr old son just brought in the mail (his chore), and wanted to know why the lady on the magazine had no clothes on (I don't call barely there bikini bottoms, and a flower leis clothes) ! Apparently I was sent a "Lands' End Promo" of GQ magazine.

I did not ask / request / authorize this.

I do everything possible to protect my child from seeing things that he does not need to see. I have absolutely no desire to subscribe to GQ or Any other magazine that would have a cover that I would need to hide it or shield my child's eyes. Shame on you for allowing this to be sent on your behalf.

So disappointed / disgusted right now.



Alison Reardon

[August 12 at 2:13pm](#) ·

Today I got a very stupid apology from the President and CEO of Land's End for sending me GQ Magazine, which I did not want. Here is my response:

I am extremely disappointed Land's End took it upon itself to send magazines to customers without permission. Let alone GQ, since I am a single woman.

I have no interest in receiving magazines that I have not personally selected to receive. It is highly presumptuous of Land's End to send anything to customers without their permis...[See More](#)



Sarah Rothermel

[August 12 at 2:11pm](#) ·

Got a nice form-letter apology today. It's a bit too late.



Rachael Decker Bailey

[August 12 at 1:56pm](#) ·

Hey, [Lands' End!](#) According to the canned apology letter I just received in response to my email query, I'm one of your most valued customers and you're really sorry that my 5 kids got to see porn in our mailbox, thanks to your unwanted "gift" of a GQ subscription.

Instead of telling all of us how sorry you are via a form response that only comes in response to the customer contact, why don't you consider one of the following options:

- 1) Email everyone who placed the qualifyin...[See More](#)



Amy Harvey

[August 12 at 1:18pm](#) ·

Thank you for canceling the GQ magazine subscription. It's the farthest thing from a 'gift' I would ever want. We have small children at home and take great strides to keep pornography out of our home. It was very upsetting to see the cover and we quickly threw it in the trash. I was going to call you today but received the classy email apologizing. Thank you for canceling and I would encourage you to stay a family friendly company.



Heather Thompson

[August 12 at 1:01pm](#) ·

I'd like to recognize Land's End for the classy email apology that came within days of receiving an unexpected GQ through our mail slot. It was a pretty intense cover that obviously had the chance of bothering some customers and we recognized this, even if we're not particularly bothered by the nude female form. Once again, Land's End has demonstrated their particularly quick and responsive dedication to their customers by sending the apology email. I am in the Quality profession and Land's End is well-known for their exceedingly good customer service. Kudos to you, as an organization, for continuing to show a willingness to respond and serve the needs of your customer base. Thank you!



Sylvia de Valcourt

[August 12 at 1:00pm](#) ·

The GQ magazine braintrust needs to be fired.



Kipra Anderson

[August 12 at 12:45pm](#) ·

Since I posted a complaint, I must also post a praise for the quick response given to the concerns expressed by so many. An error in judgment was made, and an immediate response was made to rectify the mistake. Thank you for listening to your customers. When I called to cancel my subscription, it had already been taken care of. (Perhaps a cooking magazine might cause less concern on the future.)

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Mike Sanford

[August 12 at 12:21pm](#) ·

Dear Land's End. I just want to say "no big deal" about the July GQ cover thing. Some in our mixed up nation of the easily-offended will most certainly overreact. For some strange reason, partially exposed female breasts apparently seem to have a propensity to irreversibly damage young, innocent minds. Never mind the fact that these same impressionable young minds are exposed to blood, gore, war, religious extremism, bigotry, hatred, and violence with every click past a network news channel or daily newspaper cover. I am not offended by your innocent mistake. And I won't be offended if my young son catches a glimpse. It could have been worse. You could have sent a Newsweek.



Jessica Schaefer

[August 12 at 12:19pm](#) ·

I recently ordered conservative swim suits from you for our family, which we were very happy about. Until, yesterday when I was sent an extremely inappropriate magazine as a thank you gift. I have young boys in my home who we exposed to pornographic images as a result. I'm disappointed that a company like Lands' End would promote anti-family values. I loved Lands' End, but I'm afraid to order from you again and worried what lists my information was sold to.



Teresa Swinehart Ranieri

[August 12 at 12:11pm](#) ·

Lands' End~ I do not think a canned response that you cut and paste for each post is the answer to your problem. I recommended your company to some of my students and families for high quality affordable school supplies. I am praying none of them ordered and received GQ with the naked woman on the cover. I would hope you come out with a sincere statement indicating that you will not sell/give our information to any magazine without permission.



Kelly O'Connor Davis

[August 12 at 12:10pm](#) · [Columbia, SC](#) ·

I see that you have already heard from customers who were mailed an inappropriate magazine I appreciate your response in the comments of your page. However, I want to encourage you to write a post on your MAIN fb page warning parents of this material with the solution which should include instructions for opting out of ALL mailings. It's time to face this head on and do the right thing.



Rachael Decker Bailey

[August 12 at 11:55am](#) ·

Just got GQ in my mailbox, thanks to your company, and I had to spend quite awhile talking to the very confused and horrified child who brought the mail in today. I've been a loyal customer since childhood & just placed a giant order for school, but that ends now. Shame on you for affiliating yourself with this type of trash.



Tina Lenhart Recker

[August 12 at 11:25am](#) · [Erie, PA](#) ·

So, you supposedly cancelled the GQ magazine subscription only to give our information to another unsolicited magazine? And then I have to spend time waiting online for their customer service to cancel? That's bull\$h!t. Whoever thought this brilliant marketing plan up should be fired.

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Donna Reish

[August 12 at 10:42am](#) ·

Is this true???? Please comment....because this is unacceptable for families!!

" So...if you ordered from Land's End recently, you'll want to know they sent out GQ magazine as "gifts" to loyal customers. You didn't ask for it. They just sent it. Mostly to parents ordering school uniforms for their kids at this time of year.

. This month the cover features a girl in a lei. And nothing else. No, she's not breastfeeding. It's not about feeding babies. Also, adult content inside. Unannounced. Unbidden. To families with school-aged children. From Land's End." from a FB page



Natalie Carrel Abruzzo

[August 12 at 9:30am](#) ·

What a shock to find a magazine with a naked woman on the front in the mail my children brought in the house as my "Land's End Bonus Subscription" for buying children's school uniform items. #marketingfail

