Hip Retailer Urban Outfitters Drops F-Bombs In Christmas Catalog

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CHICAGO (CBS) – The youth-centric retailer Urban Outfitters is hawking its Christmas merchandise along with some nasty language this year.

CBS 2's Brad Edwards reports the company is pushing much more than knits and tees on the pages of its Christmas catalog, which contains a “Merry Christmas B****es” mug and wrapping paper, and an “It was all F***ing awesome” picture book.

“I have teenage granddaughters and I wouldn’t want them seeing that and they shop there,” said Cindy Fox outside the State Street store.

“That’s unacceptable,” said father James Brown.
As if we were standing on a demographic fault line – a group of teenagers said they liked it.

“I think it’s pretty funny,” Justin said.

“I think it’s humorous too,” his friend Nathan said.

“It’s cool,” Jackson said.

“It’s a classic segmentation approach,” said Loyola University business professor Joan Phillips, Ph.D.

“Urban outfitters has had one controversial issue a year for about 10 years,” she said. “It gets people talking and we’re talking.”

What did the company have to say about the stir over its holiday catalog?

No Urban Outfitters representative was available for comment.