

Tony Stott
c/o SAPIENS
152 City Road
LONDON
EC1V 2NX

Mr Allan Vad Neilsen
Bestseller Wholesale Ltd
Unit A, 10 Fashion Street,
London,
United Kingdom,
E1 6PX

By Recorded Delivery

3rd February 2017

Dear Mr Neilsen

Ref: "Women Need More" – Bianco Facebook video

I am writing to complain about the offensive content in the above video. Ms Belinda Brown and I are acting in concert and there are others who are motivated to take this complaint forward through a variety of media and channels.

I am a white man and I feel threatened, intimidated and bullied by this video that has a clear incitement and invitation to violence against me. Not only do I find this distressing and painful to watch, as it touches on my experiences as a child, but I am minded that it is committing the criminal offences of incitement to violence and harassment, with the video's portrayal of white men introducing an element of hate crime as an aggravating factor.

The disturbing music and headline writing, the use of stylish and inspirational female actors and graphic scenes of violence against white men against a seeming back drop of white men conspiratorially oppressing these beautiful women is an appalling theme. I can only assume that you do not see the implications. Let me make a contrast for you:

Three blond haired, blue-eyed Aryan boys are brought to rage against their Jewish bosses who, they are told, have exploited and treated them unfairly and now is the time to even the score – or more than even the score.

They turn on and attack their Jewish masters to disturbing music and a sense of righteousness with written messages stoking the flames of their rage. There are graphic scenes of smart, black uniforms with beautifully crafted and polished jackboots – one of which is used to kick a mug into the face of one particular Jew so hard that it smashes on his face. There is fear in the face of the other Jews – they are not laughing now, and that is a good thing.

The three Aryan boys have done a good job – we should be proud of them for attacking the exploiters and abusers and smashing the luxurious property and lifestyle that the three downtrodden Aryan boys have paid for with their exploitation.

This may have been a propaganda theme from Germany in 1937.

I expect that you will find the "Jewish" narrative outrageous and appalling – but probably not as appalling as I find the above sales and marketing video.

Tony Stott
c/o SAPIENS
152 City Road
LONDON
EC1V 2NX

I am a man, a white man. I have feelings, I hurt and I suffer – unlike the recipient of the mug in the face in your video who barely flinches suggesting an insensate, brutish disposition devoid of even the grossest feeling. Convictions of violent women both within and outside intimate partner relationships have been rising in the UK as has the related rate of male suicide. I strongly suggest to you that your video feeds directly into and exacerbates both of these highly dysfunctional social phenomena. Violence is violence and we must address our prejudices as shown so graphically in the short Mankind Initiative video:
<https://www.youtube.com/watch?v=u3PqH86OyEM> with 8,789,723 views.

You say you wanted to create controversy and debate. You have delivered a hackneyed, stereotypical hate based production that incites violence, resentment and hate against me, as a white man - and that hurts. Why not stimulate debate by being creative? Why not run counter to prejudice and discrimination and emphasise the positive aspects of white men perhaps, even, how white men have created a world of unprecedented wealth and luxury that your customers enjoy so much and which creates some £8m profits for you in the UK? Why not suggest a sense of gratitude rather than rage? Why not promote a sense of respect, appreciation and cohesiveness instead of division, prejudice and hate?

Mr Anders Holch Povlsen and Mr Allan Vad Neilsen have shown an appalling error of judgement and bad taste and caused me considerable distress, pain and suffering. I hold them fully and personally accountable.

I am minded that there is already a case for registering and recording a Hate Incident with the Police and a strong complaint to the Advertising Standards Authority in the UK as well as on social media. I am compiling the case to register a Hate Crime record, facilitating criminal prosecution by the Police, for a Hate motivated aggravated crime. Immediate removal of this appalling and wholly reprehensible video together with a full and complete apology and some commensurate charitable compensation will forestall any further action on my part.

Yours sincerely,

Tony Stott

Cc by email to: contact@bestseller.com PRUK@bestseller.com