February 12, 2015

Richard A. Hayne
Chairman, President & Chief Executive Officer
Urban Outfitters, Inc.
5000 South Broad St
Philadelphia, PA 19112-1495

Dear Mr. Hayne:

On Behalf of B'nai B'rith International's more than 200,000 members and supporters in over 50 countries, we write to express our deep dismay over Urban Outfitters' inappropriate use of Holocaust imagery for commercial purposes.

A tapestry sold by your company closely resembles clothing worn by Nazi-era concentration camp prisoners. The attempted transformation of an item so clearly evocative of the Holocaust into a fashion statement is deeply offensive. It is also insidious in its trivialization of the suffering of Holocaust victims.

Urban Outfitters' marketing of this product occurs at a time when Holocaust denial and revisionism are rising, while the Holocaust survivor population is dwindling. As a Jewish organization dedicated to commemorating the Holocaust and upholding its lessons, we are deeply concerned about any action taken to dilute the historical meaning of this tragic episode and to weaken its power to educate future generations about the dangers of hatred and bigotry.

We call on Urban Outfitters to immediately discontinue the sale of this product.

Respectfully,

Allan J. Jacobs
President

Daniel S. Mariaschin
Executive Vice President