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1 "The cover story is about the decline of Abercrombie & Fitch and the departure of its former CEO."

"It's a sad world when headless images of shirtless, ripped men no longer connect with young consumers."

"Yes, it's a real global tragedy."

"On the other hand, this gives us the opportunity to run our first shirtless man on the cover."



2 "This represents that Abercrombie is aging."

"Um... I... I think..."

"We all age; it's natural. We can only hope that when we're 80 we can still be fabulous enough to model for the cover of a magazine."

"I appreciate your concern about my mortality. I'm actually thinking we should triple the print run in Florida and Arizona."

