Not For Sale

Eat your, er, heart out, Calvin

March 1, 1998

“It seems AIDS is no longer in fashion,” said photographer Oliviero Toscani. So he shot it back in—with Italian garment giant Benetton’s new World AIDS Day ’97 campaign. Other Benetton eye-stoppers in Toscani’s portfolio: The PWA on his deathbed; the “HIV positive” tattoo.

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