



CASE REPORT

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| 1. Complaint reference number | 57/09 |
| 2. Advertiser | Bras n' Things |
| 3. Product | Clothing |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 11 February 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement from Bras n Things for its Christmas 2008 clothing range features women dressed in underwear and nightwear. The cover page features a woman in red bra, corset and underpants with black lace-top stockings.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

Enclosed are advertisements for womens clothing left in my mail box, which I find offensive. The models are just things showing off merchandise and are an insult to men and women dignity. Is there some standard by which this dangerous material can be regulated and people who try to help society have some regard for each other and their well-being can be protected.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

As the complaint is general in nature and does not refer to a specific image or promotion, I have assumed the issue relates to our Christmas 2008 catalogue. The publication was distributed through letterboxes in early December, a few weeks before the complaint was received by your office. I have therefore provided a copy of this publication as requested. Bras N Things retails a range of sleepwear and lingerie throughout Australia and New Zealand. Consistent with the marketing strategies of many retailers, we find promotion of our products via catalogues and subsequent distribution through our stores and via letterboxes to be an effective method of promotion. Bras N Things believes the style of promotion is in keeping with the type of merchandise we sell and is consistent with the prevailing views of the community and other retailers in our category. The Christmas Catalogue was distributed to 2.5 million households.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board note the complainants' concerns and reviewed the advertisement under section 2.3 of the Code which deals with the appropriate portrayal of sex, sexuality and nudity.

The Board noted that the advertisement is one for women's lingerie and that it is acceptable to depict women wearing the lingerie which is the subject of the advertisement. The Board viewed the advertisement and considered that the poses of the models were not inappropriate, were not overtly

sexualised and were appropriate to the product being advertised.

The Board considered that there was no inappropriate display of sex or nudity and that the advertisement was not in breach of section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.