



## **CASE REPORT**

1. Complaint reference number	112/00
2. Advertiser	Bras'n'Things
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Discrimination or vilification Other – section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 11 April 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement is a colour catalogue of women's lingerie. The cover depicts a naked woman seated on sheeting/upholstery with her arms crossed and a hand cupping and obscuring each breast. Her legs are drawn up, obscuring her lower body. The cover is captioned, 'What ya gonna wear? Winter 2000. Bras n' Things'. Pages 4 and 5 show three women, variously in bras, knickers, suspenders and lace-top hosiery, posing with motorcycles. Page 9 depicts a woman wearing 'v-string' knickers, her arms crossed and a hand cupping and obscuring each breast. Page 26 shows one large and three smaller photographs of a woman wearing lingerie items, two in lace and two in a lace/animal print with pom pom trim. Page 27 shows one large and four smaller shots of a woman wearing a lingerie set trimmed with pom poms.

## **THE COMPLAINT**

Comments which the complainants made regarding this advertisement included the following:

*'I really think that advertising people should consider that it is a big wide world out there – not just their "targeted audience".'*

*'The members of our organization are of the opinion that a cover featuring a nude model is not suitable for distribution into letterboxes which are accessible to young children. This material arrives unsolicited and is most unwelcome to many households.'*

*'It seems to me that ..... women are being demeaned as sexual objects and the main aim is to arouse men.'*

## **THE DETERMINATION**

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board was of the view that the material contained within the advertisement did not constitute discrimination or vilification; neither did it contravene community standards in its portrayal of sex/sexuality/nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.