



CASE REPORT

1. Complaint reference number	115/99
2. Advertiser	Bras 'n' Things
3. Product	Retail
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 April 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertising material appears in a catalogue (mailbox delivery). It is advertising women's underwear. The catalogue comprises a number of photographs of models showing undergarments including (on the front cover) a woman playing pool and wearing bra and underpants, and a woman (breasts obscured) wearing g-string underpants. There is a rear shot of a model in a g-string, her buttocks partially obscured by some fabric and shots showing suspenders and hosiery, a sheer nightdress and a fur cupless bra (breasts partially obscured).

THE COMPLAINT

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

'I find (the advertising material) extremely offensive and I am particularly concerned about it's impact on children and teenagers.'

My objection is to the inappropriate pictures of near-naked women...I feel that some of these pictures are near pornographic and highly unsuitable material for my family's letterbox.'

THE DETERMINATION

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

The Board, while appreciating the complainants' personal points of view, determined that the advertising material's portrayal of sex, sexuality and nudity did not breach the Code. The Board was satisfied that the material did not breach the Code on any other grounds and dismissed the complaint.