



CASE REPORT

1. Complaint reference number	133/01
2. Advertiser	YSL Beaute Aust Pty Ltd (Paris d'Yves Saint Laurent)
3. Product	Toiletries
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, 12 June 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

These two print advertisements comprise photographs featuring two men and a woman looking into a mirror, with one man's chest and the woman's breasts visible. A stylized version of the Yves Saint Laurent name is included in the lower right hand corner, along with a bottle of Paris perfume.

THE COMPLAINT

Comments which the complainant made regarding these advertisements included the following:

'I am at a loss to imagine why the advertisers believe that women will buy that perfume after looking at a model's naked breasts. I can find absolutely no redeeming feature in this advertisement and find it offensive...demeaning and insulting because once again, we are viewed only as sexual objects.'

THE DETERMINATION

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

The Board determined that the contents of these advertisements did not contravene provisions of the Code relating to the portrayal of sex/sexuality/nudity or discrimination/vilification. It also found the advertisement did not breach the Code on any other grounds and, accordingly, dismissed the complaint.