



CASE REPORT

1. Complaint reference number	149/08
2. Advertiser	Gucci Australia Pty Ltd
3. Product	Toiletries
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Monday, 19 May 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement begins with the song 'Heart of Glass' being sung by Blondie. This song continues throughout the advertisement. The camera pans in over a city scape by night immediately followed by a scene inside an expensive apartment. A young woman in a silky gown is dancing along to the Blondie song. Three models are featured dancing in various glamorous locations and in full length designer gowns. They are then each shown pausing eyes closed to inhale. The image changes to display a bottle of Gucci perfume and the text: Gucci by Gucci. A voice over states: 'Gucci by Gucci the new fragrance'. The final scene shows the first model holding a large bottle of Gucci perfume.

THE COMPLAINT

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

The models dancing around in this advertisement are skeletally thin in a most discomfort inducing way. They promote an extremely damaging and unhealthy image of humanity, women in particular. This kind of advertising is completely irresponsible. I have had first hand experience with girls with life-threatening eating disorders, and it is just this kind of media advertising which promotes this mental illness.

THE ADVERTISER'S RESPONSE

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

1. These women were chosen for this fragrance campaign as they often represent Gucci in both fashion and eye wear campaigns. They also appear in the advertisements of many other fashion brands, including: Chanel, Fendi, H&M, etc.

2. These are three of the most successful runway and editorial models in the fashion industry. They have graced the covers and interiors of countless fashion and beauty magazines; they appear in top designer runway shows globally.

3. We have no reason to believe that these women are or were unhealthy in any way. Their physical appearance is consistent with most other models working in the fashion industry.

4. It seems the consumer has more general concerns about the nature of representation of women in the fashion and beauty industries.

THE DETERMINATION

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

The Board viewed the television advertisement and noted that it was for perfume but depicted a model wearing a low cut dress.

The Board considered this advertisement in the context of high end fashion and agreed that the image was acceptable in this context.

The Board also noted the advertiser's response in relation to the health of the model. The Board concurred with the opinion that the model was not unhealthy and that models are slim.

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