



## **CASE REPORT**

1. Complaint reference number	152/00
2. Advertiser	Flair Menswear
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 June 2000
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print advertisement depicts a woman's parted legs, photographed from behind. She is standing, wearing a short skirt and sling-back high-heel shoes. A young man, wearing a suit, shirt and tie and seated on a lounge, is pictured between her legs. He is looking up at the woman, with a smile. The advertisement is captioned: 'Some call it mojo. Other's (sic) call it pulling power. I call it animal magnetism. Don't be jealous, just get a better suit.' 'Flair Menswear' appears at the bottom of the advertisement, along with stockists and a contact telephone number.

## **THE COMPLAINT**

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

*'The explicit link between a fully dressed man and an explicit full frontal gaze up into the crotch of a scantily garbed female would seem to have little to do with advertising the advertiser's product (vague and non-descript (sic) in the photograph) and everything to do with blatant sexuality.'*

## **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 determined that the portrayal of sex/sexuality/nudity within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.