



**ADVERTISING
STANDARDS
BUREAU**

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CASE REPORT

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| 1. Complaint reference number | 183/00 |
| 2. Advertiser | Gazal Apparel Pty Ltd (Yves Saint Laurent Lingerie) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 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 outdoor advertisement depicts a woman, pictured from lower face to groin, wearing a red and black lace lingerie set – bra and knickers with suspenders. The woman's right arm is raised and her hand, palm out, covers her lower lip and chin.

THE COMPLAINT

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

'..... I walk past this advertisement and her lace underpants are on my eye level and show her pubic hair.'

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.