



**ADVERTISING  
STANDARDS  
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6262 9822 | Fax: (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

## **CASE REPORT**

1. Complaint reference number	189/98
2. Advertiser	Bras n' Things
3. Product	Print
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 13 October 1998
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The print catalogue displayed a number of photographs of women modelling lingerie, sleepwear and swimwear including a page with the words, 'Take a walk on the wild side....Cheeky fun for cheeky girls (& guys)' showing photographs of a woman clad in lace, fur and leopard print.'

## **THE COMPLAINT**

Comments the complainant made about the advertisement included:

*'I recently received this catalogue in my mailbox...I refer you to pages 34 and 35, referred to on the cover as "our Cheeky Centrefold". I am of the understanding that centerfolds (sic) are restricted to adult only magazines and papers...I do not feel that some of the content in the catalogue is appropriate for young children to view...offended by some of the photographs of models which if on television or other forms of media would be placed on a Parental Guidance Recommended or Adult Only standard rating...do not feel it is an appropriate picture to have in a catalogue that is for general viewing.'*

## **THE DETERMINATION**

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

Members of the Board were of the view that the images portrayed in the catalogue did not amount to a breach of the Code and would not offend prevailing community views. The Board dismissed the complaint.