



CASE REPORT

1. Complaint reference number	231/00
2. Advertiser	Lamanz Mens Wear
3. Product	Retail
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, 8 August 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement depicts a woman's breasts encased in a brassiere. The nipples are prominent. Above the photograph is the caption, 'She's Cold', and immediately below are the words, 'but you don't have to be. Get into warm winter knitwear at Lamanz mens wear, 304 Sturt St , Ballarat.'

THE COMPLAINT

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

'I found the advert degrading for females and totally unnecessary when advertising men's clothing.'

'I found the advertisement sexist and degrading to all females. With absolutely no reference to mens (sic) wear, I think the ad is a disgrace and offensive to women in general.'

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 was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex/sexuality/

nudity; neither did it constitute discrimination or vilification. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.