



CASE REPORT

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| 1. Complaint reference number | 236/99 |
| 2. Advertiser | Trimex Pty Ltd (Dolce & Gabbana) |
| 3. Product | Toiletries |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 July 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement consists of a photograph of a woman leaning over a chopping block, whilst being embraced from behind by a man. The woman is wearing a low cut black top, with the man wearing a white singlet. The advertisement is headed ‘A Dolce & Gabbana designer T-shirt ...’ and, at the foot of the advertisement, continues ‘... is your gift with any fragrance purchase from the Dolce & Gabbana Women’s or Men’s range of parfums’.

THE COMPLAINT

Comments that the complainant/s made regarding this advertisement included the following:

“There are many ads displaying erotic sensuality and, for the most part, they are utterly beautiful. For the first time in my life, this one shocks me with its blatancy.”

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 advertisement did not offend prevailing community views and standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.