



CASE REPORT

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| 1. Complaint reference number | 283/04 |
| 2. Advertiser | Sachi Australia Pty Ltd (Shoes) |
| 3. Product | Clothing |
| 4. Type of advertisement | Outdoor |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 9 November 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement that features a naked woman lying face down but kicking her feet up in the air. She is wearing only a pair of Sachi heels.

THE COMPLAINT

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

“I find this ad offensive as it is apparently an ad for women’s shoes yet the woman’s nakedness seems to be designed to attract the attention of men ...”

“I object to this ad on the grounds that the girl is extremely nude, and the whole thing is overtly sexual.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“We have used the naked female form to showcase Sachi’s brand. This is because Sachi makes only handbags and shoes. These are accessory fashion items and portraying them with any other fashion garments distracts the view away from the Sachi product.”

“... we are surprised that the complainant has suggested that our model is underweight. We would contend that she is of a healthy weight.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The board noted that the image of the naked female was coy rather than overtly sexualized and the advertisement did not include any depictions of specific genitalia.

The Board found that the depiction did not contravene the provisions of the Code relating to the portrayal of sex/sexuality/nudity or the portrayal of people (sex).

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.