

## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 302/01  |
| 2. Advertiser                 | Calvin Klein Underwear                          |
| 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 November 2001                       |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement features the advertiser's name in large type alongside a picture of a woman in underwear, sliding jeans over her hips. The picture incorporates a repeat of the advertiser's name, accompanied by the text: "perfectly fit foundations."

## **THE COMPLAINT**

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

*'Do we have to continue to see partly-clad or suggestive advertisements for ever?'*

## **THE DETERMINATION**

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

The Board determined that the advertisement did not contravene the Code's provisions relating to the portrayal of sex/sexuality/nudity in the context of prevailing community standards.

Further finding that the advertisement did not contravene any other provision of the Code, the Board dismissed the complaint.