



CASE REPORT

1. Complaint reference number	356/00
2. Advertiser	YSL Beaute (Opium)
3. Product	Toiletries
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, 13 February 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The print advertisement portrays a woman, presented in an upright position, resting against fabric and naked apart from gold high-heeled sandals and necklace and bracelet. Her head is thrown back, her eyes are closed and her mouth is slightly open. Her legs are bent and apart (genitals obscured) and her left hand covers her left breast. In the lower left corner is the text, 'Opium - the fragrance from - Yves Saint Laurent'.

THE COMPLAINT

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

'I find the extreme objectification of this woman's body highly offensive and do not believe that women's sexuality is being dealt with with any sensitivity at all.'

'The subliminal message is that women are nothing but sex objects which instantly degrades all women. The photograph is indecent due to the perception it gives. If women continue to allow themselves to be portrayed in this manner we will never be taken seriously.'

THE DETERMINATION

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

The Board considered that the stylised and sensual representation of the woman in the advertisement did not demean or objectify women, especially in the context of the placement of the advertisement in particular media. The Board determined that the depiction of the woman within the advertisement did not constitute discrimination or vilification, nor did it contravene community standards in its treatment of sex, sexuality or nudity. The Board determined that the advertisement did not breach the Code on these or any other grounds and, accordingly, dismissed the complaint.