



## **CASE REPORT**

1. Complaint reference number	367/00
2. Advertiser	Estee Lauder Group of Companies (DKNY)
3. Product	Toiletries
4. Type of advertisement	TV
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 television advertisement portrays shots of a couple running, holding hands, embracing, caressing and kissing in a city environment, interspersed with shots of city buildings and skyline. The advertisement concludes with a still of the product with superimposed text, 'DKNY – the fragrance', and a still of a tee shirt with superimposed text, 'Available at Myer while stocks last', as a voiceover says, 'DKNY – the new fragrance for women from Donna Karan. Your gift – a DKNY tee shirt with any DKNY fragrance purchase. Available at Myer.'

## **THE COMPLAINT**

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

*'I found this ad sexist. .... It was what I consider to be very immodest behaviour between her and this male person.'*

## **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 was of the view that the material within the advertisement did not contravene prevailing community standards in its depiction of sex, sexuality or 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.