



CASE REPORT

1. Complaint reference number	371/00
2. Advertiser	Bellesa
3. Product	Clothing
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, captioned ‘Pure silk Vietnamese clothing, scarves, lanterns and lacquered wood’, comprises a sketch and text. The sketch depicts a woman in profile in front of a square. She stands on bent knees with lower leg raised to touch her buttocks and her torso is bent forward. Her hair is arc shaped and she wears a triangular ‘Coolie’ hat, long gloves, garter and boots. The words ‘bellesa’ and ‘clothing, homewear (sic), accessories’ appear immediately below the sketch. The advertiser, its telephone and facsimile numbers and website are shown at the bottom of the advertisement.

THE COMPLAINT

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

‘It is an ad for a brothel where men are supposed to sodomise Asian women. In fact its (sic) so offensive and obvious that I havent (sic) even bothered to use the usual terms “racist, degrading, misogynistic”.’

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 portrayal 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.