



CASE REPORT

1. Complaint reference number	388/99
2. Advertiser	Pandora's Secret Treasures
3. Product	Clothing
4. Type of advertisement	Print
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Tuesday, 7 December 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertising brochure contains of a number of photographs of predominantly female models displaying various items of lingerie for sale, together with product details. Some items are partially transparent, revealing slightly obscured views of breasts, nipples and buttocks.

THE COMPLAINT

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

“I was horrified to think that my young children could have had access to this, had I not seen it first. Certainly there will be many children in this area seeing this material today, and I feel certain that many of their parents will be as disapproving as I am.”

“My children and myself found the catalogue rather offensive. I also don’t want my children to think that the type of pictures in it are models of what is ‘normal’ in every household.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board was of the view that the depiction of the models within the advertising brochure did not contravene community standards in its treatment of sex, sexuality or nudity and did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.