

Case Report

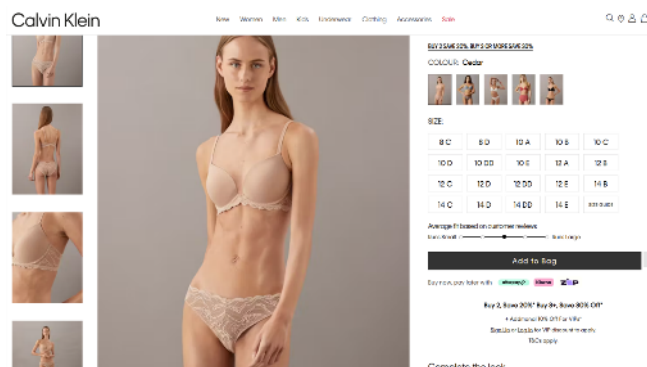
1. Case Number :	0194-25
2. Advertiser :	PVH Brands Australia
3. Product :	Clothing
4. Type of Advertisement/Media :	Online
5. Date of Decision:	3-Sep-2025
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This website product listing features images of a woman wearing lingerie.



THE COMPLAINT

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

Advertisements feature unhealthy thin model.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

We refer to the Notification of Complaint (Notice) dated 20 August 2025 addressed to PVH Brands (PVH).

The complaint is that the advertisement for woman's underwear (available at <https://www.calvinklein.com.au/sensual-stretch-lace-lift-demi-bra-cedar-qf81227ns>) features a model that appears to be "unhealthily thin" (Advertisement).

It is further noted in the Notice that the Advertisement may have breached section 2.6 of the AANA Code of Ethics (Code).

While PVH is grateful this issue was brought to its attention, it respectfully disagrees that the Advertisement is contrary to the Prevailing Community Standards on health and safety in relation to body weight and that it breaches any provisions of the Code.

We explain this below.

The Practice Note in section 2.6 of the Code titled "Body Image" states that advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices.

Further, if such portrayal is not justifiable in context of the advertised products, it will be contrary to prevailing community standards relating to health and safety.

An unrealistic body image may occur when the advertisement implies that:

- (a) a particular body shape or type is required to use the advertised product;*
- (b) people who do not have that particular body type cannot use the advertised product; or*
- (c) people should alter their body type before using the advertised product.*

Further, an unrealistic body image may occur where a model is depicted in a way that:

- (a) promotes unhealthy practices;*
- (b) presents an unrealistic body image as aspirational; or*
- (c) is likely to cause pressure to conform to a body shape that is unrealistic or unattainable through healthy practices.*

The Practice Note further states that the Code does not prescribe a "healthy weight" for models as that would be exclusionary and that the models should not pose or be depicted in a manner which produces an unrealistic sense of body image.

Lastly, the Code recognises that digital enhancement of images is a normal part of post-production, but the images should not be altered in a manner which changes body shapes or proportions.

PVH is committed to diversity and inclusion and does not discriminate on the basis of body size, shape, disability or race. Its range of women's underwear under the Calvin Klein brand are available in a wide variety of bust and cup sizes (from 8C to 14E), each reflecting PVH's relevant customer base.

Through imagery and models, PVH strives to provide a realistic idea of what a particular product would look like on different body types.

The Advertisement comprises of four images of the same model in different poses to show all aspects of the product (and sits within a carousel of images, each showcasing alternate colourways in the same style, on a total of four different models). The advertisement does not portray a body image that is unrealistic or unattainable through healthy practices. Rather, the model is tall (it is noted in the Advertisement that her height is 5'9") and of an athletic build. PVH submits that by no means would most members of the community considered this model as "unhealthily thin".

The Advertisement (and its overall theme, visuals or language) also do not imply that a body shape of the kind depicted is required to use the product advertised. Nor does the Advertisement imply that people with different body types (i.e., those that are not tall or athletically built) would not be able to purchase or use this product or people should alter their bodies to fit into this product.

As is clear from the Advertisement, PVH offers 19 different sizes (from 8C to 14E), some of which are smaller than the model's actual size and some are larger – thus actively catering to a wider audience.

Further, the model has not been depicted in a way that perpetuates any unhealthy practices or that presents an unrealistic body image as aspirational. All the images are from different angles meant to show the design, fit and style of the product. There is no suggestion in the Advertisement about "aspirational" body images or pressure to conform to the model's body type.

Lastly, PVH acknowledges that while the images in the Advertisement have been digitally enhanced, none of those enhancements are to alter the model's body shape or proportions to an extent that would be perceived as unrealistic or unhealthy.

PVH hires its models through reputable agencies catering to high fashion clients. These agencies ensure that models maintain a healthy weight and lifestyle.

Accordingly, PVH believes that the Advertisement is not:

(a) contrary to the Prevailing Community Standards on health and safety in relation to body image; and

(b) in breach of section 2.6 of the Code.

It is, therefore, respectfully submitted that the Complaint should be dismissed.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement depicts an unrealistic ideal body image.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Panel noted the Practice Note for this section of the Code includes:

"Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices. Exposure to unrealistic body ideals can lead to harmful body dissatisfaction and disordered eating and for this reason it is not acceptable in advertising."

The Panel noted that the woman may just be of a slim build and that it is not possible to tell from the images in the advertisement whether she is unhealthy. The Panel considered that the posing of the woman and the lighting in the image does not emphasise her thinness. The Panel noted that there is significant community concern on the issue of body image but considered that in this instance the woman is not depicted in a way which produces an unrealistic sense of body image.

The Panel considered that the advertisement did not contain material contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel considered that the advertisement did not breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.