

Case Report

Case number: 0245-25
Advertiser: MANNING CARTELL
Medium: Email
Decision date: 22-Oct-2025
Decision: No breach

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety - no breach

AD DESCRIPTION

This email ad features four images of a woman wearing a sleeveless short pink dress from the brand's collection. The woman's shoulders and upper torso are visible.



SUMMARY

Complaint

A complaint was received on the grounds that the images depict an unrealistic ideal body image.

Advertiser response

The advertiser responded that the imagery showcases a new-season garment, which is deliberately tailored through the waist and chest and fits securely on the model. Lighting, styling, and composition were intentionally designed to emphasise fabric texture, silhouette, garment details, and the mood of the location.

The model featured is a healthy, professional working model, presented in a strong and confident manner. Her arms show natural definition and lean muscle tone. It added that size

range spans AU 4–18, and that its content across digital channels celebrate women of diverse ages, races, and body types.

A full copy of the response is included in Appendix A.

Decisions

The Panel found that the ad did not breach section 2.6 of the Code of Ethics as the ad did not portray an unrealistic body image that would be unattainable through healthy practices.

ASSESSMENT AND DECISIONS

Section 2.6 (Code of Ethics):

The Practice Note states:

Advertising must not portray an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices.

UNREALISTIC IDEAL BODY IMAGE: Advertising that provides an unrealistic ideal body image by portraying body shapes or features that are unrealistic or unattainable through healthy practices, which is not justifiable in the context of the product or service being advertised, will be contrary to prevailing community standards relating to health and safety.

An unrealistic ideal body image may also occur where models are depicted in a way that:

- promotes unhealthy practices
- presents an unrealistic body image as aspirational; or
- is reasonably likely to cause pressure to conform to a body shape that is unrealistic or unattainable through healthy practices (such as diet or physical activities);

unless such depictions are justifiable in the context of the product or service advertised

BODY SIZE: The Code does not require the use of ‘healthy weight’ models as this term could exclude people in smaller or larger bodies from advertising and unnecessarily limit the portrayal of diversity in society. As such, advertisements may include a diversity of images, including people who have a variety of sizes and shapes, but advertisers should take care to avoid images of people with extreme body weights or shapes that are unrealistic or unattainable through healthy practices which are not justifiable in the context of the product or service advertised, and which are contrary to prevailing community standards relating to health and safety.

While the use of people in smaller or larger bodies is itself not necessarily problematic, advertisers must ensure that models do not adopt a pose or are not depicted in a way which produces an unrealistic sense of body image, for example through the style of the advertising, the clothing, lighting, or make-up used.

Panel assessment

The Panel considered that this ad was disseminated via email, which suggests that it might have been targeted at people who opted to receive updates about the advertiser's products, and might expect to see models of varying size and body type.

The Panel considered that outdoor lighting would, generally speaking, harden the tone of an image, as it is much brighter, and not as easily manipulated to accentuate some features over others. The Panel noted that the advertiser deliberately chose an outdoor setting for this campaign.

The Panel notes that the code does not preclude advertisers from using models of different body types and sizes. The Panel notes that the advertiser caters for people who wear size 8 through to size 18, and that it was reasonable to promote its clothing using various models. The Panel further notes that the same ad featured an image of a different, curvier model, wearing the same dress to demonstrate its appearance on different body types.

The Panel considered that the body type shown, while arguably petite, did not appear to be unhealthily thin, or to represent an unhealthy body type that would not be attainable through healthy practices. The Panel considered that the model appeared to be at ease and that there was nothing in the ad that gave the impression that she is unhealthy, malnourished, or has attained her body type through unhealthy or harmful practices.

The Panel considered that the ad does not communicate any specific message about body type or eating habits. The Panel considered that people who see this ad would be unlikely to interpret it as an indication that they should aspire to look like this, or that they would, in some way, be inferior if they did not have this body type.

The Panel found that the ad did not contain material contrary to prevailing community standards on health and safety.

Panel decision

The Panel found that the ad did not breach section 2.6 of the Code of Ethics.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the advertising codes.

APPENDIX A: ADVERTISER RESPONSE IN FULL

Commitment to Health, Safety, and Wellbeing

The health, safety, and wellbeing of all individuals involved in our campaigns is a top priority. All shoots are conducted in accordance with established industry health and safety standards for photoshoots, ensuring that talent and crew receive comprehensive catering, regular breaks, and attentive support to maintain their comfort, energy, and overall wellbeing throughout production.

Model Agencies

MANNING CARTELL partners with globally recognised and highly respected modelling agencies that uphold the highest professional and ethical standards across the fashion industry. These agencies are committed to the wellbeing, fair treatment, and professional representation of all talent.

Context of Imagery

The imagery in question was created to showcase the design, construction, and fit of a new-season garment. The garment is deliberately tailored through the waist and chest and fits securely on the model. Lighting, styling, and composition were intentionally designed to emphasise fabric texture, silhouette, garment details, and the mood of the location. High-contrast outdoor lighting in peak sunshine naturally creates shadows and highlights that define contours, which is a standard and widely accepted technique in fashion photography.

The model featured is a healthy, professional working model, presented in a strong and confident manner. Her arms show natural definition and lean muscle tone.

Brand Values and Inclusivity

MANNING CARTELL is founded on principles of confidence, inclusivity, and authenticity. We are dedicated to responsible representation and take community feedback seriously.

Our size range spans AU 4–18, and our content across our digital channels celebrates women of diverse ages, races, and body types.

The imagery presented by MANNING CARTELL is consistent with contemporary fashion advertising standards across major publications, retail, and digital platforms.

The fashion industry continues to evolve in its approach to representation. MANNING CARTELL remains committed to responsible marketing practices that balance artistic vision, brand integrity, and commercial objectives.