

## Case Report

**Case number:** 0294-25  
**Advertiser:** Viktoria & Woods  
**Medium:** Instagram  
**Decision date:** 10-Dec-2025  
**Decision:** No breach

### ISSUES CONSIDERED BY THE COMMUNITY PANEL

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

### AD DESCRIPTION

This Instagram post on the @broadsheet\_melb page features two images. The first image is a woman wearing a beige-coloured backless dress. The second image is a woman wearing a red dress.



### SUMMARY

#### Complaint

A complaint was received on the grounds that the model was unhealthy and should not be in an ad.

#### Advertiser response

The advertiser responded that it disagrees with the argument that this ad is contrary to prevailing community standards. It pointed out that the Code does not prescribe a 'healthy weight' but rather focuses on preventing ads that promote unhealthy practices, present unrealistic body types as aspirational, imposes pressure to conform to unrealistic or unhealthy

body types, or contains digital alteration to present unrealistic or unhealthy body types and proportions.

The advertiser's collections are designed to be worn by a wide range of women and actively caters to a variety of sizes and styles. The model was sourced through a reputable, recognised modelling agency who is contractually obligated to ensure their models maintain a healthy weight and lifestyle. The model is 181cm and of a naturally slim and healthy athletic build, which is common in high fashion.

There is no suggestion that people must have a particular body type to wear this clothing, or that people with a different body type cannot wear it or should alter their body type to wear it.

A full copy of the advertiser's response is included as Appendix A.

## Decisions

The Panel found that the ad did not breach section 2.6 of the AANA Code of Ethics as the ad did not depict material contrary to Prevailing Community Standards on health and safety.

## ASSESSMENT AND DECISIONS

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### **Section 2.6 (AANA Code of Ethics): Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.**

The Practice Note states:

Section 2.6 requires that advertising must not depict content that would encourage or condone unhealthy or unsafe behaviour having regard to prevailing community standards.

**BODY IMAGE:** 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.

**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.

**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.

## Panel assessment

The Panel considered that the model was lean but did not appear to be unhealthily thin. The Panel also considered that it is not uncommon to see peoples' scapulae when their backs are exposed (as is the case in the one image). The Panel considered that this is probably more

pronounced in lean people but did not consider this as an indication that the model was of an unhealthy or unrealistic body type.

The Panel further considered that the image did not create an impression that people must look like this to wear the advertiser's clothing and did not suggest that other body types would not be permitted or able to wear the advertiser's clothing.

The Panel considered that there was nothing to suggest that the model's image was altered to distort proportions or to create an unrealistic look that would not be attainable through healthy practices. In addition, the Panel considered that the model was not posed in a way that emphasised thinness or communicated a need to be extremely thin. The Panel considered that the ad did not communicate unrealistic body ideals that could lead to harmful body dissatisfaction, or that would be contrary to community standards on health and safety.

#### **Panel decision**

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

#### **OTHER CONSIDERATIONS**

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

## APPENDIX A: ADVERTISER RESPONSE IN FULL

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This response addresses the complaint regarding a Viktoria & Woods advertisement published on Instagram (<https://www.instagram.com/p/DQqcQf6FLk0/>).

### **The Complaint**

The complaint alleges that the model featured in the advertisement is "very underweight" and asserts that she "shouldn't be in a campaign promoting that." The complainant specifically cites their reason for concern as: "The model is unhealthy and shouldn't be in an ad."

The Notice suggests the Advertisement may have breached relevant industry guidelines, such as Section 2.6 of the AANA Code of Ethics (Code) concerning body image and health.

While Viktoria & Woods 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 or that it breaches any applicable provisions of the Code. We explain our position below.

### **Commitment to Body Image Guidelines**

We acknowledge and adhere to the spirit and guidelines set forth in industry practice notes, such as those related to Section 2.6 of the AANA Code of Ethics titled "Body Image." This guidance states that advertising must not portray an unrealistic ideal body image by depicting body shapes or features that are unrealistic or unattainable through healthy practices.

Crucially, the guidance does not prescribe a specific "healthy weight" for models, recognising that such a standard would be exclusionary to those who are naturally slim. Instead, it focuses on ensuring models are not depicted in a manner that:

Promotes unhealthy practices.

- Presents an unrealistic body image as aspirational.
- Is likely to cause pressure to conform to a body shape that is unrealistic or unattainable through healthy practices.
- Involves digital alteration that changes body shapes or proportions to an unrealistic or unhealthy extent.

### **Our Position on the Advertisement**

Viktoria & Woods is committed to diversity and inclusion across all its marketing campaigns. Our collections are designed to be worn by a wide range of women, and we actively cater to our customer base through a variety of sizes and styles.

### **Model Selection and Health**

The model featured in the Advertisement was sourced through a reputable, recognised modelling agency. These agencies are contractually obligated to ensure their models maintain a healthy weight and lifestyle. The model is 181cm and of a naturally slim and healthy athletic build, which is common in high fashion.

### **Product Context**

The advertisement is intended to showcase the design, fit, and style of the apparel. It does not imply that the specific body shape shown is required to wear the product. Our clothing is available in a full range of standard sizes from 4AU to 14AU, with sizes being available both smaller and larger than the one worn by the model—thus actively catering to a wider audience.

### **No Promotion of Unhealthy Practices**

The Advertisement's overall theme, visuals, or language do not imply that:

- A particular body type is required to use the product.
- People with different body types cannot use the product.
- People should alter their body to fit into the product.

The posing is natural and intended solely to display the garment. There is no suggestion of an "aspirational" body image designed to pressure conformity to the model's specific physique.

### **Digital Enhancement**

While the image has undergone standard post-production retouching (colour correction, lighting, background cleanup), Viktoria & Woods confirms that no digital enhancements were made to alter the model's body shape or proportions to an extent that would be perceived as unrealistic or unhealthy. The photograph accurately represents the model's natural physique.

### **Conclusion**

Viktoria & Woods maintains that the featured model possesses a naturally slender, athletic, and healthy physique, which is consistent with models used across the fashion industry. The Advertisement does not violate the prevailing community standards on health or body image by promoting unrealistic or unattainable body shapes or unhealthy practices.

For these reasons, we believe 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.