

Case Report

Case number: 0295-25
Advertiser: MANNING CARTELL
Medium: Email
Decision date: 10-Dec-2025
Decision: Breach
Action: Ad removed

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety - breach

AD DESCRIPTION

This email ad depicted a model wearing a pink dress, posing outside. The dress has a plunging v-line. The words 'MANNING CARTELL' and 'RELEASE 04-2025' appear at the bottom.



SUMMARY

Complaint

A complaint was received on the grounds that the ad featured an extremely thin model who looks unhealthy.

Advertiser response

The advertiser responded that it 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. The model is a professional working model in good health, presented confidently, with natural body definition.

Its size range spans AU 4–18, and content across all digital channels celebrates women of diverse ages, races, and body types. The image is consistent with contemporary fashion advertising standards across major publications, retail, and digital platforms.

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

Decisions

The Panel found that the ad was in breach of section 2.6 of the AANA Code of Ethics as the ad depicted material that was contrary to prevailing community standards on health and safety.

ASSESSMENT AND DECISIONS

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.

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.

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.

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.

Panel assessment

The Panel considered that the model did not appear to have excessively thin arms or facial features, but that her chest area appeared to noticeably show ribs and sternum, which suggests very thin layer of skin over this area. The Panel considered that the lighting might have played some part in this.

The minority of the Panel considered that the body type shown was not likely to be viewed as inconsistent with community standards on healthy body types, and that this appeared to be a tall, lean model. The majority of the Panel, however, considered that this image creates an expectation that the ideal body type is one that is thin enough for ribs and sternum to be visible through the skin.

The Panel considered that this was contrary to community standards on health and safety, and that it could be seen as condoning unhealthy behaviour to achieve to such body types. The Panel considered that this was not justifiable in the context of the product advertised.

Panel decision

The Panel concluded that the ad breached section 2.6 of the AANA Code of Ethics.

OTHER CONSIDERATIONS

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

ACTION

The reported image will be discontinued.

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 was created to highlight the design, construction and fit of a new-season garment. The plunging V neckline and fitted silhouette are intentional features of the design. The shoot followed a moody, high-contrast, film-style aesthetic, with grading applied to achieve a deeper tonal range in line with standard fashion photography practices. Some poses and angles, together with intentional moody grading, can emphasise certain features through shadow and contrast.

The model is a professional working model in good health, presented confidently, with natural body definition.

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 all 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.