

Case Report

Case number: 0025-26
Advertiser: Bras n' Things
Medium: Store Window
Decision date: 11-Feb-2026
Decision: No breach

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.4 Sex/sexuality/nudity - no breach

AD DESCRIPTION

This store window ad featured an image of a model wearing black lingerie.



SUMMARY

Complaint

A complaint was received on the grounds that it is offensive to see such imagery when shopping with children. The complainant argued that such imagery is fine when facing shoppers in the store, but not when it is projected to the general public.

Advertiser response

The advertiser apologised for causing offence and explained that it never sets out to offend members of the public. However, as its core business is selling lingerie, it has to display its products in shopfronts. The image deliberately does not show the model's entire buttock and was done in this way to demonstrate how the lingerie fits while still retaining some modesty.

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

Decisions

The Panel found that the ad did not breach section 2.4 of the AANA Code of Ethics as the ad treated the issues of sexuality and nudity with appropriate sensitivity to the relevant audience.

ASSESSMENT AND DECISIONS

Section 2.4 (AANA Code of Ethics): Advertising shall treat sex, sexuality and nudity with sensitivity to the relevant audience.

The Practice Note defines the elements of 'sex', 'sexuality' and 'nudity' as follows:

- Sex: 'Sexual intercourse; person or persons engaged in sexually stimulating behaviour.'
- Sexuality: 'The capacity to experience and express sexual desire; the recognition or emphasis of sexual matters.'
- Nudity: 'The depiction of a person without clothing or covering; partial or suggested nudity may also be considered nudity.'

Panel assessment

The Panel considered that the image did not feature any intercourse or allude to sexual intercourse. The Panel also considered that the image did not contain a person engaging in sexually stimulating behaviour. Accordingly, the Panel found that the ad did not contain 'sex' as interpreted in this section of the Code.

The Panel, however, considered that the ad depicted a model in lingerie, which is typically associated with an expression of sexual desire or a recognition of sexual matters. In addition, the Panel noted that the model was in a state of undress, meaning that the ad depicted partial nudity. The Panel, therefore, had to determine whether the ad treated the issues of sexuality and nudity with appropriate sensitivity to the relevant audience.

The Panel noted the following phrase from the Practice Note under section 2.4:

'Images of models in bikinis or underwear are permitted, however, unacceptable images could include those where a model is in a suggestively sexual pose, where underwear is being pulled up or down (by the model or another person), or where there is clear sexual innuendo from the ad (e.g. depicting women as sexual objects).'

The Panel considered that the model was not posing in an inappropriate manner, and that the image did not feature overtly sexual nudity or gratuitous exposure of inappropriate parts of the female anatomy. The Panel further considered that the image was not unreasonable, given that this is what the advertiser sells. The Panel considered that the overall focus of the ad was on the appearance and fit of the lingerie, and not on sexuality or nudity.

As such, the Panel considered that the ad treated the issues of sexuality and nudity with sufficient sensitivity to the relevant audience.

Panel decision

The Panel concluded that the ad did not breach section 2.4 of the AANA 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

Firstly, I wanted to apologise if this image has caused offence, it's never our intent and we try to be very mindful of this when selecting imagery for windows. We do work in selling lingerie and so we need to showcase this in our shopfronts. The below image has been pulled together in a way to not expose the full behind for modesty and also simply show the shape and design.

We will take this feedback on board and again I apologise. This image is not shown the whole time, it is part of a rotation that I have shown below also. This is Parramatta's exact visual.

Primary Screens

