

# Case Report

**Case number:** 0026-26  
**Advertiser:** Bras n' Things  
**Medium:** Online  
**Decision date:** 11-Feb-2026  
**Decision:** No breach

## ISSUES CONSIDERED BY THE COMMUNITY PANEL

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

## AD DESCRIPTION

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This online ad appeared on a news website. It contained two images of models wearing the advertiser's products. In one image, the model's nipples and breasts are visible through the mesh fabric.



## SUMMARY

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### Complaint

A complaint was received on the grounds that the ad depicted nudity and was inappropriate for children to see.

### Advertiser response

The advertiser responded that the advertisement was targeted to women over 18 who engage in fashion and the lingerie category. They do not advertise to children, and this advertising is via digital platforms only, so you cannot stumble across it.

A copy of the advertiser full 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 sex, sexuality and nudity with appropriate sensitivity for the relevant audience.

### ASSESSMENT AND DECISIONS

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

The Practice Note states:

Full frontal nudity and explicit pornographic language are not permitted. Images of genitalia are not acceptable. Images of nipples may be acceptable in advertisements for plastic surgery or art exhibits for example.

Discreet portrayal of nudity and sexuality in an appropriate context (e.g. advertisements for toiletries and underwear) is generally permitted but note the application of the relevant audience. More care should be taken in outdoor media than magazines, for example.

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).

#### Panel assessment

The Panel noted the definitions of 'sex', 'sexuality' and 'nudity' in the code:

- 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.'

The Panel noted that both the images depict a woman posing in lingerie, and that lingerie is typically considered to be a form of expressing one's sexuality. The Panel further noted that the models are only wearing lingerie, with one model's breasts and nipples visible. The Panel, therefore, considered the ad featured sexuality and nudity.

However, the Panel noted that the models are not depicted interacting with anyone else or engaged in sexual activity, therefore considered the ad did not contain sex.

The next question that arises is whether the ad treated sexuality and nudity with appropriate sensitivity to the relevant audience.

In this regard, the Panel noted that the advertiser targets adult women only, particularly those who have engaged with content in the fashion industry or related industries. The Panel also considered that the ad was served to the complainant while browsing a news website, which is not a website children are likely to visit. From the advertiser's response, the Panel understood that a child who visited this website would, in any event, not see this ad, as they would not meet the advertiser's target criteria.

The Panel noted the visibility of breasts and nipples on the model wearing sheer lingerie, however considered the image to be relevant to the product being advertised, and appropriate for an audience that consists of women over 18 who have engaged with similar content in the past.

Given the above factors, the Panel considered that the ad treated the issues of sexuality and nudity with appropriate sensitivity to the relevant audience.

### **Panel decision**

The Panel found that the ad did not breach section 2.4 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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I did firstly want to apologise to the person that raised the complaint. We do take these complaints seriously as we never wish to offend anyone and it also helps us monitor the brand and how we engage consumers.

The ad in question is done through our digital marketing team. Given we sell lingerie these ads have very specific requirements that are attached to them. We target women 18+, those who engage in fashion and the category, along with any lookalikes that fill that criteria.

We do not advertise to children, and these are via digital platforms only so you cannot stumble across them.

I will absolutely take the feedback onboard and monitor if we receive any additional feedback that is also about the same thing so that we can look at how we do things differently.