

<b>COMPLAINT NUMBER</b>	20/245
<b>ADVERTISER</b>	Hallenstein Glasson Holdings Ltd
<b>ADVERTISEMENT</b>	Hallenstein Glasson Holdings Ltd Digital Marketing
<b>DATE OF MEETING</b>	6 July 2020
<b>OUTCOME</b>	Settled

**Advertisement:** The Glassons video advertisement to promote the new Satin Floral Slip Dress shows a woman wearing the dress and kneeling on a bed. As she is taking a selfie, she slowly lifts up the front hem of her dress and leans forward, drawing the viewer's attention to her chest area.

**The Chair ruled the complaint was Settled.**

There were three complaints about this advertisement:

**Complaint 1:** Please refer to the second image at the above link. It displays a video of a girl modelling a dress that is essentially soft porn. Girls start shopping at Glassons from ages 11/12. This sort of advertising is detrimental to the health and wellbeing of impressionable young girls. These videos are also been shown in store - shops where anyone can see these videos.

As a consumer and supporter of Glassons clothes and the brand for over 25 years, I am disgusted by this advertising and will no longer be giving them my business until this blatant over sexualisation of women stops!

**Complaint 2:** Glassons have created videos which equate to soft porn. It is a disgraceful that today we still see this kind of messaging on our high streets. These videos play in stores for people of all ages.

**Complaint 3:** I am absolutely appalled at the provocative nature of the video that is displayed to advertise this dress (the second slide in the media gallery). It looks like an ad for a girl trying to seek attention of men, like that's the only activity you could do in that dress. WHAT SORT OF MESSAGE IS THIS SENDING OUR YOUTH?! It makes me feel so disgusted and sad that this is what young girls are seeing and feeling like this is how they should behave. Please please please have Glassons remove this (and any other images/videos they use that are provocative!).

**The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(d);**

**Principle 1: Social Responsibility:** Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

**Rule 1(c) Decency and Offensiveness:** Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

**Rule 1(d) Exploitation of Children and Young People:** Advertisements must not portray or represent anyone who is, or appears to be, under 18 years old in any way that is exploitative or degrading or inappropriate for their age.

**The Chair** noted the Complainants' concerns the video advertisement was inappropriate and detrimental to the health and wellbeing of young girls.

The Chair acknowledged the Advertiser had removed the advertisement after receiving the complaint and advised that it would not be used again.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled the matter was Settled.

**Chair's Ruling:** Complaint **Settled**

#### **APPEAL INFORMATION**

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website [www.asa.co.nz](http://www.asa.co.nz). Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.