

CAMPAIGN

CENSORSHIP

AGAINST

THE DEFENCE OF LITERATURE AND THE ARTS SOCIETY

PLEASE REPLY TO:-

23 Budgen Drive
Redhill Surrey RH1 2QB
19th December 2000

To: Christopher Graham
Director
Advertising Standards Authority

Sir,

PROSCRIPTION OF YVES ST LAURENT OPIUM ADVERTISEMENT

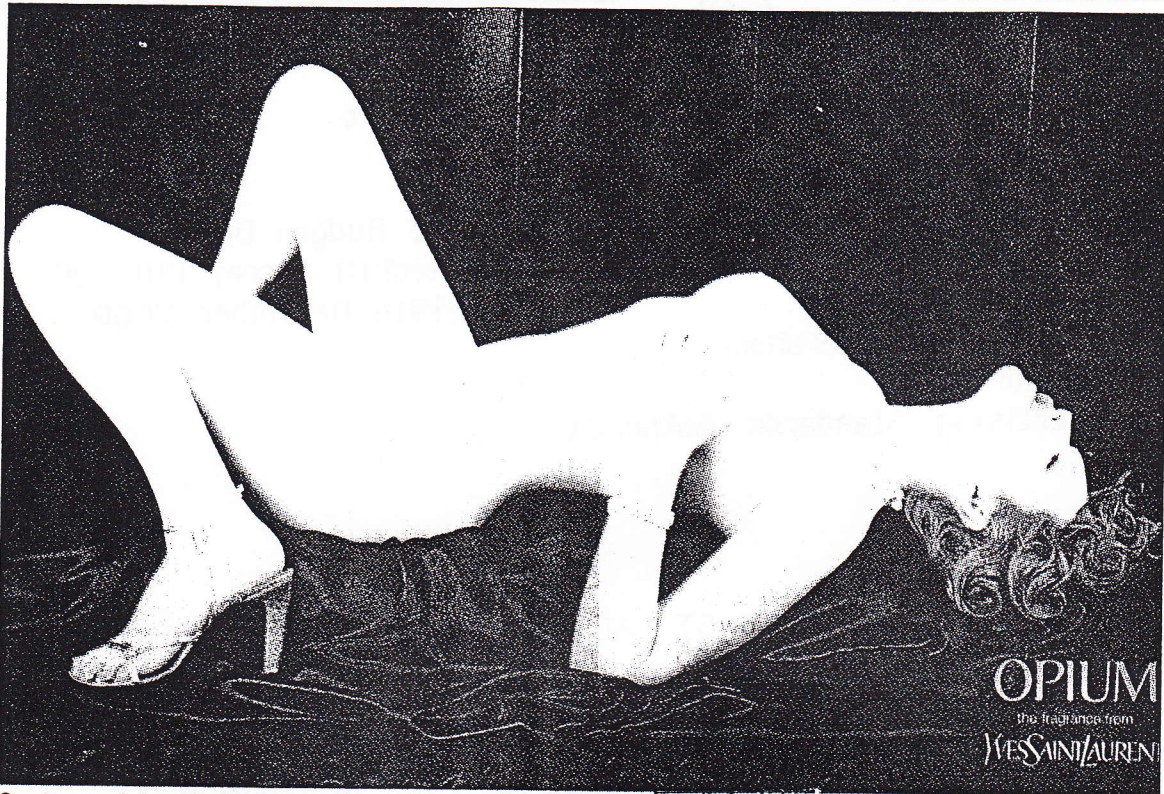
We condemn your decision. All other European Union countries allow this advertisement. Why do you apply different standards? So to do is restraint of trade and craven appeasement of a tiny minority of Grundyists (730 out of a population of 55 million). Such a small number cannot constitute "serious and widespread offence."

Yours for freedom of expression,

Cllr E Goodman
Chair of CAC.

Copy to

James McKee
YSL Beante
Shelgrove House
34 Perry Mount Road
HAYWARDS HEATH
RH16 3DN



Controversial pose: The *Opium* poster has attracted more complaints than any advert since 1995

Sophie to be stripped from billboards after ads protest

CONTROVERSIAL billboard adverts featuring naked model Sophie Dahl must be ripped down because they are degrading to women, the Advertising Standards Authority said yesterday.

The Yves Saint Laurent *Opium* perfume advert – which shows alabaster-skinned supermodel Dahl reclining in the nude – is one of the most complained about adverts in the history of the ASA. The authority's ruling

council ordered that all the posters must be removed because they were offensive and degrading to women.

Christopher Graham, ASA director general, said the poster was sexually suggestive and broke the British Codes of Advertising and Sales Promotion. 'It clearly caused serious and widespread offence,' he added.

The authority received 730 complaints about the campaign –

more than for any advert since 1995. Those angered included Brian Hancock, a Plaid Cymru backbencher at the Welsh Assembly.

He complained earlier this month when one of the posters was put up by the assembly's doors. He also complained to the ASA. Yves Saint Laurent may be forced to have any new posters pre-vetted for up to two years by the Committee of Advertising Practice.

Family shuns funeral of suicide girl

THE parents of a teenage girl who killed herself in a suicide pact with

in Crawley, West Sussex, was empty of mourners for the service for

and your voice answered and said: