

Sadiq Khan's naked hypocrisy

I was hoping to get my own photographs of this "award winning" advertisement to put with the [Spiked](#).

London mayor Sadiq Khan has awarded £500,000 worth of free advertising on the London Underground to hosiery brand Nubian Skin.

The brand's 'A different kind of nude' campaign was unveiled by the mayor as the winner of a Transport for London competition to promote diversity in advertising. The adverts, to be displayed in prominent positions across the tube network, feature men and women in nude-toned underwear.

[Advertising Watchdog last year](#) for "products ... presented in an overly-sexualised way that invited viewers to view the women as sexual objects," during a TV campaign. Most of their adverts that I have noticed so far this year are for the menswear range BooHooMAN. Hoodies and tracksuit bottoms to wear over the Nubian skin shades of brown y-fronts I think.

Sadiq Khan gets some criticism in his twitter feed and there are some constructive comments.

- How is making everybody black 'diversity'?
- Being black also, I too am tired of my skin colour being embraced to promote racism towards the Majority. As if that poster promotes diversity
- I am brown-skinned. If I don't feel empowered by this ad, does that make me a fascist? Just asking...
- I think they're diverse in the sense that people in adverts are usually attractive and perfectly formed whereas the Mayor's prizewinner featured unattractive lumpy people.
- Thank goodness a black guy said that if that was a white guy they would have racist all over it. NO diversity or inclusiveness in that pic.

The next election for London Mayor and London Assembly is this coming May. With Labour slaughtered in the general election his best hope of power is to continue as Mayor. There are some good candidates other than Khan. But has he got the identity and cultural vote too well under control?