

LEGAL/PRIVACY

Gucci makes substantial gains in counterfeit lawsuit against Alibaba

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Gucci's Lady Web handbag

By STAFF REPORTS

Italian fashion label Gucci is making significant headway in the ongoing fight to prevent counterfeiting with a recent win in its lawsuit against Chinese ecommerce giant Alibaba.

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Gucci won a U.S. court order barring Alibaba merchants from selling counterfeit goods online and requiring them to turn over financial information to Gucci's parent company Kering. As this lawsuit and others continue to be fought in court, luxury brands will increasingly be able to limit and prevent the sale of counterfeit goods online.

One step forward

Kering and its brands, Gucci and Yves Saint Laurent, filed a lawsuit against Alibaba on May 15, seeking to limit the sale of counterfeit goods by merchants who use the ecommerce giant to maintain their retail stores. Kering claims Alibaba facilitates these sales and does little to monitor the authenticity of products ([see story](#)).

This year a number of luxury brands and retailers have begun to take action against the increasingly important problem of counterfeit goods in China.



Counterfeit Gucci handbags have allegedly been sold by Alibaba merchants

The combination of producing a large percentage of products and lax government regulation makes China particular susceptible to counterfeiters looking to copy luxury items and sell them at a cheaper price. Counterfeiting can have a negative impact on a wide range of individuals, and until brands and nations can come together to regulate the practice, it will continue ([see story](#)).

This new development in Gucci's Alibaba lawsuit will have a significant impact by giving the Italian fashion label access to financial information that may prove Alibaba merchants have been selling counterfeit products. It is essential for luxury brands like Gucci to continue to fight counterfeiting and promote legislation that will protect other brands.

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