

COMMERCE

## Ferragamo works to stall Chinese counterfeiting with RFID microchip technology

March 16, 2016



*Ferragamo spring/summer 2016 ad campaign*

---

By STAFF REPORTS

In 2015 Italian fashion house Salvatore Ferragamo curbed the distribution of nearly 25,000 knock-off goods from China due to successful anti-counterfeiting measures.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Ferragamo continues to fight against counterfeiting in China and during the last year has blocked 91,000 online advertisements for fake goods with its labels, destroyed 12,500 fakes and confiscated another 12,400 as they were sent out of China. Part of its successful approach to deal with counterfeiting includes recognition in China as a "well-known brand," allowing Ferragamo to better combat the sale of fakes.

### Keeping the tags on

While Ferragamo is not alone in the fight, the brand has taken steps beyond online protection services to ensure that its products are not copied by counterfeiters. The brand has begun embedding microchips into its shoes and leather goods to ensure the authenticity and origin of all its products.

The microchip was first used for the pre-fall 2014 collection, where the RFID microchip tags were inserted into the left sole of nearly all Ferragamo women's shoes, thus making the shoe trackable. The NFC Tag cannot be detected within the sole and cannot be reproduced.

Ferragamo extended the project to its men's shoes for the pre-summer 2015 collection as well as small leather goods, luggage and women's handbags as of autumn/winter 2015.



### *Ferragamo spring/summer 2016 campaign*

In the online space, with a focus in China, Ferragamo was able to remove 91,000 advertisements for counterfeits. This resulted in the recovery and/or cancellation of 140 domain names and illegal Web sites operated mainly by Chinese counterfeiters.

Through its efforts, Ferragamo and Chinese customs authorities have seized more than 34,000 counterfeit products in 2015. Interestingly, 60 percent of items subject to counterfeiting were Ferragamo belts.

Ferragamo estimates the value of these goods to be more than \$17 million.

"Over the past few years we have intensified efforts to protect the brand and our customers," said Ferruccio Ferragamo, chairman of the Salvatore Ferragamo Group, in a brand statement. "On the Chinese market, we have continued and ramped up our offline checks, targeting trade fairs and resellers in particular.

"Furthermore, it is with great satisfaction that, in China, we completed the challenging process for recognition as a well-known brand,' which is [a] key law enforcement tool that will enable us to save significant amounts of time and money in our battle against counterfeiting."

Similarly, British apparel and accessories brand Belstaff won a lawsuit that resulted in the closure of more than 650 counterfeit Web sites.

Heard by a United States civil court, the judges ordered offending counterfeiters to pay more than \$42 million in damages and turn over domain names to Belstaff. While this was only the most recent victory in the ongoing battle against counterfeiting, Belstaff's strategy to combat the issue through digital protection tactics will offer an effective solution for both luxury and mass brands facing a similar predicament ([see story](#)).