

LEGAL AND PRIVACY

## Ferragamo receives \$60M compensation in counterfeit case

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*Ferragamo is weeding out counterfeits. Image credit: Ferragamo*

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By STAFF REPORTS

Italian fashion company Salvatore Ferragamo Group has won an injunction against 60 owners of online profiles used to sell counterfeit goods.

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The New York court ruled in Ferragamo's favor, transferring ownership of around 150 domains to the group and awarding damages of \$60 million. Counterfeiting is a prime concern for luxury brands, as fake merchandise can tarnish a brand's image and hurt customers.

Taking down fakes

The injunction was issued against about 60 unidentified holders of online profiles that were deemed to violate Ferragamo's rights.

Ferragamo has been fighting against counterfeiting. Online, the group's efforts have led to the removal of about 35,000 products and profiles from social media as well as the prevention of around 69,000 fake items being sold via online auction last year.

Offline, Ferragamo also monitors for counterfeits, taking action in and out of court.

Many of the groups' efforts are focused on China, which has a significant counterfeit problem. Of the 268,000 items seized by Ferragamo last year, 62,000 came from China.



*Ferragamo took counterfeit sellers to court. Image credit: Ferragamo*

“We are extremely pleased with the decision of the New York court, which also comprises exemplary damages, the highest ever awarded for this type of violation,” said Ferruccio Ferragamo, chairman of the Salvatore Ferragamo Group, in a statement. “The Internet is the prime channel for traffickers of counterfeit goods and it is therefore the focus of our monitoring and control efforts.

“In recent years, our Group has implemented a series of anti-counterfeiting measures, both on- and off-line, to protect our customers and the value of our brand,” he said.

“We are very satisfied with the results of the steps we have taken to protect our registered brands and our trademark rights on the Internet. Rest assured that we will continue to fight counterfeiting with unfailing determination.”

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

Starting with its pre-fall 2014 collection, the brand has embedded microchips into its shoes and leather goods to ensure the authenticity and origin of all its products. The NFC Tag cannot be detected within the sole and cannot be reproduced ([see story](#)).

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