

LEGAL AND PRIVACY

LVMH lauded for anti-counterfeiting efforts

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LVMH is being recognized for its anti-counterfeiting efforts. Image credit: Louis Vuitton

By STAFF REPORTS

The Global Anti-Counterfeiting Network has recognized luxury conglomerate LVMH Mot Hennessy Louis Vuitton for its efforts to curb fake goods.

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LVMH's market protection department was given an award for the best team in the business category at a ceremony on June 6, World Anti-Counterfeiting Day. Luxury houses are concerned about counterfeiting, looking to protect both consumers and their brand images.

"LVMH is proud to receive this award, which recognizes the meticulous and consistent work of our market protection department," said Toni Belloni, managing director of LVMH Group, in a statement. "Their daily work is essential in safeguarding our know-how and creativity while guaranteeing our customers the highest quality products and experiences.

"This award also encourages us to continue our efforts and to develop new innovations to combat this global scourge," he said.

Countering counterfeits

The Global Anti-Counterfeiting Group's president John Anderson presented the award to LVMH's team. The award was given under the authority of Grald Darmanin, minister of public action and accounts.

Also present were Rodolphe Gintz, director general of customs and indirect taxation, and Christian Peugeot and Delphine Sarfati-Sobreira, representing the Union des Fabricants (Unifab). In attendance were members of parliament and individuals from companies in the United States, France and Europe.

LVMH has undergone a number of initiatives to help stem the sale of fakes.

In 2014, the company joined forces with Google to combat the persistence of counterfeit goods.

The move marked the end of an extensive legal battle against Google by LVMH, which claimed that the technology company's AdWords enabled counterfeiters to thrive ([see story](#)).



Krug won a counterfeit court case. Image credit: Krug

More recently, LVMH's wine and spirits branch Mot Hennessy took a major step forward in its fight against counterfeiting and protecting consumers with its court case win in 2017.

The High Court of the Hong Kong Special Administrative Region ruled in favor of the luxury goods conglomerate for a counterfeit case in regards to its Champagne brand Krug. In wake of the ruling, auction house Acker Merrall & Condit has been ordered to readjust its authentication process ([see story](#)).

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