

LEGAL AND PRIVACY

Ferragamo, Amazon team to fight counterfeiters in court

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Gancini belts were one of the targets of counterfeiters. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Salvatore Ferragamo** and ecommerce marketplace Amazon have jointly filed two lawsuits against counterfeiters.

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The lawsuits accuse four individuals and three entities of counterfeiting Ferragamo products, including Gancini belts, in violation of the fashion label's intellectual property rights and Amazon's policies. With the explosive growth of ecommerce, consumers are more susceptible to counterfeit goods, which in turn damage luxury brand perception.

Fighting fakes

Ferragamo and Amazon filed the lawsuits in the United States District Court for the Western District of Washington. The filings allege the defendants used Ferragamo's registered trademarks, without authorization, to deceive Amazon shoppers about the authenticity and origin of the products in question.

The fashion label has ramped up its anti-counterfeit efforts, both online and offline.

In 2020 alone, approximately 94,000 fraudulent goods were removed from online auction sites through Ferragamo's online monitoring activities. As a result of joint efforts with law enforcement, 240,000 products with counterfeit Ferragamo trademarks were also seized worldwide last year.

Ferragamo has also pursued civil litigation with illegal sites, and was recently awarded \$2.8 million in damages in New York federal court.



Authentic Gancini leather belts retail for \$375 and up. Image credit: Salvatore Ferragamo

"The actions we implemented with great determination in recent years in the fight against counterfeiting have allowed us to achieve good results in protecting the brand," said Micaela le Divelec Lemmi, CEO of Salvatore Ferragamo, in a statement. "Made in Italy, our brand's quality is based on values such as research, innovation, sustainability and craftsmanship are fundamental for us and for this reason our commitment to safeguarding the brand and our community of consumers is at its highest.

"The joint action with Amazon underlines how the protection of intellectual property is a priority for Ferragamo and how the company is pursuing the fight against counterfeiting with full awareness and resolution," she said.

Amazon has also expanded its anti-counterfeit efforts in recent years, leveraging technology to help brands better protect themselves.

In 2019, Amazon's Project Zero launched with the goal of completely eliminating counterfeits with more automated protections powered by technology and machine learning ([see story](#)).

Last year, Amazon also filed a joint lawsuit with Italian fashion label Valentino, its first such litigation, against a New York-based company for allegedly counterfeiting the brand's Valentino Garavani Rockstud shoes ([see story](#)).

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