

LEGAL

Gucci, Facebook file joint lawsuit against alleged counterfeiter

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Gucci and Facebook have announced their joint lawsuit combating the sale of counterfeit Gucci products. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Italian fashion house Gucci and social tech giant Facebook have announced their joint lawsuit against the head of an alleged international counterfeiting business.

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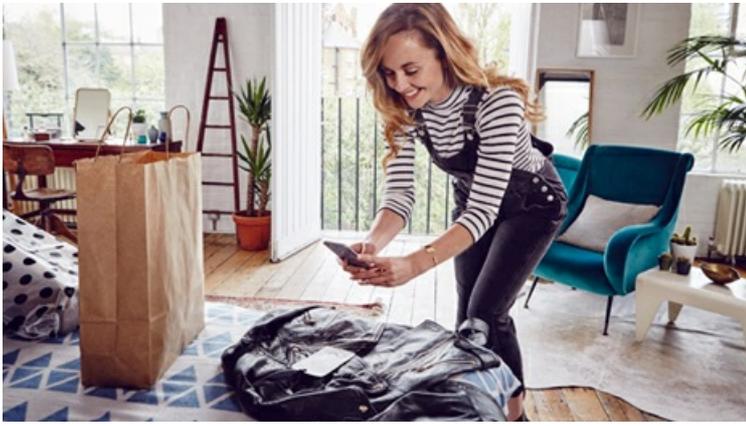
The lawsuit claims that the defendant used multiple Facebook and Instagram accounts, eluding Facebook's enforcement efforts and policies, to sell counterfeit Gucci products. This lawsuit is the first of its kind for both Facebook and Gucci and the latest example of an online platform partnering with a luxury label to combat the distribution of counterfeit goods on social media.

"More than one million pieces of content were removed from Facebook and Instagram in the first half of 2020, based on thousands of reports of counterfeit content from brand owners, including Gucci," Gucci and Facebook said in a joint [statement](#).

Combating Counterfeit

Gucci is continuing to actively target alleged counterfeiters as social media has become a prime hub for illicit sales.

CNBC reports that in 2020 alone, Gucci's in-house intellectual property team acted to have 4 million online counterfeit product listings removed, seized 4.1 million counterfeit products and had 45,000 websites, including social media accounts, disabled.



The rapid growth of ecommerce for fashion and apparel purchases brings with it issues such as counterfeiting and return fraud that damage the brand's reputation long term. Image credit: Avery Dennison

Last October, Gucci took a more comical approach to combat counterfeiting with a ready-to-wear collection. Drawing inspiration from a retro appropriation of the logo featuring the green and red stripe, Gucci embellished the same logo with the motto "Fake/Not" on a collection of shoes, outerwear, scarves and accessories ([see story](#)).

As Gucci takes legal action with Facebook, it is the first lawsuit of its kind for both organizations, but the latest example of a powerful online platform joining forces with a luxury label to mitigate the selling of counterfeit products.

Last June, Italian fashion house Valentino filed a joint lawsuit with ecommerce giant Amazon against a New York-based company for allegedly counterfeiting the label's Valentino Garavani Rockstud shoes. The brand went on to implement a surveillance system aimed to detect counterfeit products on sale in the United States, as well as strengthening customs enforcement in the U.S. ([see story](#)).

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