

JEWELRY

## David Yurman sues DTC jeweler for infringement

December 17, 2021



*The David Yurman Pure Form collection. Image credit: David Yurman*

By LUXURY DAILY NEWS SERVICE

U.S. jeweler David Yurman has filed a lawsuit against direct-to-consumer jewelry brand Mejuri, accusing the company of copying some of its signature designs.

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

David Yurman filed the claim in the U.S. District Court for the Southern District of New York on Dec. 17. The suit alleges that Mejuri has benefitted from releasing pieces similar to David Yurman jewelry after the luxury brand invested its time and resources in designing, manufacturing and marketing its originals.

"At David Yurman, we celebrate the creativity of our peers in the industry who design their own jewelry, and we welcome competition from new and established designers alike," said Evan Yurman, president of **David Yurman**, in a statement.

"But we believe that competition should be fair, and unlawful copying is not good for the industry or its consumers, nor is it fair to our hard-working employees."

### Copying claims

During its four-decade history, David Yurman has carved out a niche in the jewelry industry with designs influenced by its home of New York, with motifs such as braided cables and glitzy stars.

Meanwhile, Mejuri was launched in 2015 as a direct-to-consumer label touting "accessible luxury" jewelry without retail markups. It has a significant social media following and has venture capital backing.



*The David Yurman Pure Form Cable Bracelet (top) and Mejuri Croissant Dome Bracelet (bottom) featured in the lawsuit.*

At the crux of the lawsuit are two signature collections from David Yurman that were allegedly copied by Mejuri: the Pure Form collection and Sculpted Cable collection.

The filing points to Mejuri's Crissant collection, with numerous comparison examples including the Crissant Dome Bracelet and the Pure Form Cable Bracelet.

Additionally, David Yurman argues that Mejuri has featured the products in question in "copycat campaigns" with similar messages and visuals, even tapping the same talent.

Allegedly, this can confuse shoppers, particularly if Mejuri's pieces are at lower price points and of lesser quality even damaging David Yurman's goodwill.

Finally, David Yurman also identifies other Mejuri pieces with a resemblance to designs from U.S. jeweler Lagos and French maison Boucheron.

The jeweler is asking for damages, including lost profits.

This is not the first time David Yurman has pursued legal action for infringement.

In 2019, the U.S. District Court for the Southern District of New York entered a default judgment in the brand's favor that granted the jeweler statutory damages of \$1.55 million and an injunction against 31 individuals operating websites that sold fake David Yurman goods ([see story](#)).