

APPAREL AND ACCESSORIES

## Salvatore Ferragamo, Amazon lead authorities to counterfeit warehouse raid in China

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

By LUXURY DAILY NEWS SERVICE

Chinese authorities raided a warehouse after Italian fashion house Salvatore Ferragamo and tech giant Amazon worked together in reporting a counterfeiter.

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The counterfeiter, which was producing illegitimate Ferragamo Gancini belts, was reported to the Market Supervision and Administration (MSA) authorities in Yiwu City, Zhejiang Province, China. After an investigation by the MSA and Amazon's Counterfeit Crimes Unit, Chinese authorities raided the warehouse and seized hundreds of counterfeit belts and buckle accessories that would ostensibly have otherwise been sold.

"Amazon is grateful for the collaboration from Ferragamo and the MSA in protecting customers from these counterfeit products," said Kebharu Smith, head of the Counterfeit Crimes Unit at Amazon, in a statement. "This should serve as a reminder that bad actors will be held accountable, as Amazon collaborates with both brands and law enforcement agencies around the world to stop inauthentic products from being sold across the retail industry."

### Paying the price

Amazon and Salvatore Ferragamo are committed to continuing to assist law enforcement identifying counterfeiters and preventing their illegitimate products from entering the global market.

Last February, the fashion house and tech giant teamed up to jointly file two lawsuits against counterfeiters.



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

The lawsuits accused 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 ([see story](#)).

Both entities have taken individual efforts to combat counterfeiting as well.

Salvatore Ferragamo has implemented online and offline anti-counterfeiting measures and in 2021, saw more than 22,000 infringing products and pieces of illicit content removed from social media platforms. More than 130,000 listings related to counterfeit products were also identified and removed from the brand's marketplace service providers.

The Italian fashion house also launched several administrative and criminal proceedings with a focus on China, which led to almost 450,000 counterfeit products seized worldwide.

Amazon strictly prohibits infringing and counterfeit products to be sold in its store, and in 2020 the tech giant invested more than \$700 million and employed more than 10,000 people to protect its store from fraud, counterfeit and abuse.

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