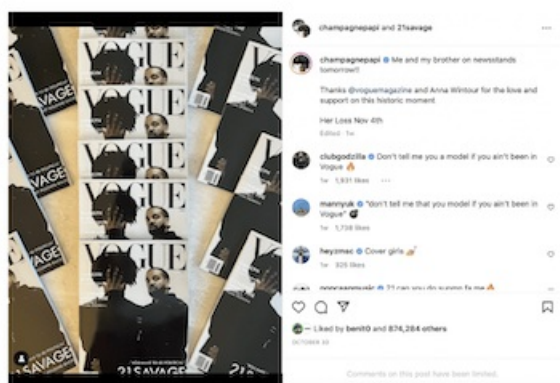


MEDIA/PUBLISHING

Cond Nast gets court nod to stop distribution of fake Vogue issue by hip hop entertainers

November 15, 2022



Hip Hop stars 21 Savage and Drake have been ordered to cease dissemination of a fraudulent issue of Vogue magazine that they have used to promote their collaborative album, "Her Loss." Image credit: The Fashion Law

By LUXURY DAILY NEWS SERVICE

Hip Hop stars 21 Savage and Drake have been ordered to cease dissemination of a fraudulent issue of *Vogue* magazine that they have used to promote their collaborative album, "Her Loss."

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The promotional magazine includes a cover which features a photo of the two musicians and *Vogue's* trademark emblazoned across the top. Neither *Vogue* editor in chief Anna Wintour nor the magazine's publisher, Cond Nast, approved of the material.

"Among other things, the defendants' actions are confusing consumers about the origin, sponsorship, or approval of the counterfeit cover and counterfeit magazine, misleading consumers to believe that these are genuine and authentic materials associated with Cond Nast and *Vogue* magazine," said Jed S. Rakoff, senior Judge of the United States District Court for the Southern District of New York, in the judgment.

Not the genuine article

According to the complaint filed by **Cond Nast**, public relations firm Hiltzick Strategies emailed the publishing house and others to inform them that street teams would be distributing the magazines throughout several major cities.

Cond Nast insists that it initially attempted to solve the matter amicably. Despite an initial cease and desist order given by Cond Nast, the activity continued.

Now the New York-based publisher is seeking up to \$4 million in statutory damages.

Cond Nast pointed to reactions across social as well as traditional media that demonstrated many consumers thought the forged magazine was the real deal.

As a result, Judge Rakoff issued a temporary restraining order and ordered that all images of the fake magazine be taken down.

The judge expressed that this promotional tactic thoughtlessly ignored the rights of the publisher.

"A temporary restraining order is necessary to protect the public from confusion, deception, and mistake, and to protect Cond Nast from immediate irreparable injury," the court statement said.

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