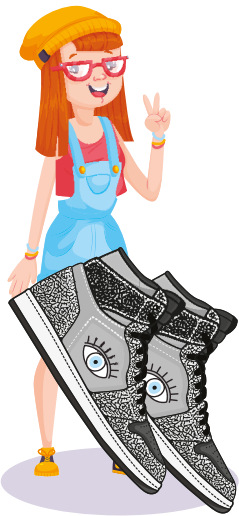


## BACKGROUND



CHIARA FERRAGNI



Chiara Ferragni is a well-known fashion blogger and influencer and has a lot of followers on social media. Her iconic blue-eye logo with eyelashes is known almost everywhere in the world.

With a keen sense of fashion and street style, she decided to launch her own line of clothing and accessories, particularly shoes, in 2017. To this end, Chiara conducted several investigations to find the best materials for her products, the latest trends in fashion, and the most demanded items on the market. She also looked for investors who believed in her project.

After several months of prototyping and testing, she launched her first collection at the Milan Fashion Week. The collection broke sales records throughout Europe.

Her designs could be bought online through digital platforms such as Amazon, MyTheresa and on her own website. Additionally, Chiara Ferragni flagship stores opened in selected European cities, and the clothes and accessories could be purchased there too.

María admired Chiara's work and she followed her on all her social media, knew her designs and was always aware of the products and collaborations the influencer was a part of. María's greatest wish was to have a pair of sneakers with the blue-eye logo of the spring/summer 2019 collection. In order to achieve her goal, she had been saving part of her paycheck, worked as a babysitter and walked Sparkie, the neighbour's dog.

The school party was coming up, so María decided it was time to get her long-awaited sneakers already.

She initially went to the brand's website, saw the price and got discouraged. She then looked for offers on Amazon, Alibaba and Nordstrom, but the sneakers were still out of her reach. The conclusion she came to was that she had to keep saving.

One day, on her way home, while walking through the boulevard, María saw that several of Chiara's designs were being sold on the street, along with other products such as wallets and belts from other fashion houses.

Even though she knew that the product was not original, María wanted to buy the shoes, since the money she was carrying was enough and she would then have them in time to wear them to the party.

The excitement of getting the new shoes turned into frustration on the day of the dance. The shoes she purchased got ragged in several places after only a few hours, and the logo, which was glued on, came off.

On top of that, a couple of months later, María read in several fashion blogs that Chiara had decided to postpone the opening of a physical store in her own city.

ACTIONS  
TAKEN

María, saddened by the news of the cancellation of the store opening in her city and feeling guilty about her purchase, thought she could help Chiara defend her brand. So, she sent all the information she had about the seller of the product along with several pictures as a proof, via the Chiara Ferragni website.

As a result, Chiara's lawyers initiated actions for infringement of her best-known footwear and accessory designs, and for trade mark infringement.

## OUTCOME

The actions proved effective and the products were removed from the streets.

Thanks to her good deed, María received the shoes she had longed for as a present.

LESSONS  
LEARNED

Buying counterfeit products not only generates economic losses, but also has consequences on employment and on the economic development of a region.