

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

COMMISSIONERS: Edith Ramirez, Chairman
Julie Brill
Maureen K. Ohlhausen
Joshua D. Wright

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In the Matter of)	
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EMINENT, INC., d/b /a REVOLVE CLO THING,)	DOCKET NO. C-
a corporation.)	
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Roebing Coat ("Runway Coat"). Respondents featured these products in the advertisements from www.evolve.com that are attached as Exhibit A. The advertisements contained the following statements (emphasis added, except where otherwise noted):

a. For the Nordic Boot:

- Color [Grey, Beva, Brown, Chestnut, Black, Moon Gray]
- Suede upper with rubber sole
- Shell measures approx 13" in length
- Faux fur trim

b. For the Runway Coat:

- Color - Black Olive
- Shell: 100% poly
Lining: 100% cotton
Sherpa Lining: 100% poly
- Button front closure
- Zippered front pocket

COUNT I

7. Through the means described in Paragraphs 4 and 5, respondent represented, expressly or by implication, that the fur in the products described in those Paragraphs was faux or fake.
8. In truth and in fact the products described in Paragraphs 4 and 5 contained real fur. Therefore, the representations set forth in Paragraph 7 were false, deceptive, or misleading.
9. Respondent's practices, as alleged in this complaint, constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act, 15 U.S.C. § 45(a), and false advertising in violation of Section 5(a)(1) and 5(a)(5) of the Fur Products Labeling Act, 15 U.S.C. § 69c(1) and (5), and Sections 301.2(c) and 301.49 of the Rules and Regulations Under the Fur Products Labeling Act, 16 C.F.R. §§ 301.2(c) and 301.49. Pursuant to Sections 3(a) and 3(c) of the Fur Products Labeling Act, 15 U.S.C. § 69a(a) and 69c, the false advertising of fur products, within the meaning of the Fur Products Labeling Act and the Rules and Regulations Under the Fur Products Labeling Act, is unlawful and an unfair and deceptive act or practice, in commerce, under the Federal Trade Commission Act, 15 U.S.C. § 41 et seq.

COUNT II

10. Through the means described in Paragraphs 4 and 5, respondent did not disclose the name of the animal, as set forth in the Fur Products Name Code, 16 C.F.R. § 301.0 that produced the fur in the products described in Paragraphs 4 and 5.
11. Respondent's practices, as alleged in this complaint, constitute unfair or deceptive acts or practices in or affecting commerce in violation of Section 5(a) of the Federal Trade Commission Act, 15 U.S.C. § 45(a), and false advertising in violation of Sections 5(a)(1) and 5(a)(5) of the Fur Products Labeling Act, 15 U.S.C. § 69c(1) and (5) and Sections 301.2(c) and 301.49 of the Rules and Regulations Under the Fur Products Labeling Act, 16 C.F.R. §§ 301.2(c) and 301.49. Pursuant to Sections 3(a) and 3(c) of the Fur Products Labeling Act, 15 U.S.C. § 69a(a) and 69c, the false advertising of fur products, within the meaning of the Fur Products Labeling Act and the Rules and Regulations Under the Fur Products Labeling Act, is unlawful and an unfair and deceptive act or practice, in commerce, under the Federal Trade Commission Act, 15 U.S.C. § 41 et seq.