



4. From approximately January 2010 until approximately January 2012, respondent disseminated, or caused to be disseminated, advertisements for fur products, including, but not limited to, the advertisements for a Snorkel Jacket by Crown Holder (“Snorkel Jacket”), a Fur/Leather Vest by Knoles & Carter (“Fur/Leather Vest”), and a New York Subway Leather Bomber Jacket by United Face (“Bomber Jacket”) that are attached as Exhibit A. These advertisements are from respondent’s website and contained the following statements (emphasis added):

a. The Snorkel Jacket with Fur-lined hood by Crown Holder features:

- \$ Full zip-closure
- \$ 6-pocket design
- \$ 2-hidden pockets
- \$ **Faux fur-lined hood**
- \$ Epaulet straps on shoulders
- \$ Cut and sewn logo patch on left sleeve
- \$ Gold hardware through out [*sic*]
- \$ Logo applique on left chest

b. The Fur/Leather Vest by Knoles and Carter features:

- \$ Leather trims
- \$ **Faux fur on exterior**
- \$ Dual buckle closure on collar, zipper closure down front, with snap closure on bottom trim
- \$ Satin interior

c. The NY Subway Leather Bomber Jacket (Detachable Hood) by United Face features:

- \$ Full zipper closure
- \$ New York subway map embroidered throughout
- \$ Detachable Hood with **faux fur lining**
- \$ Multiple pockets
- \$ Ribbed hem and cuffs
- \$ True to size fit

Respondent sold at least 241 units of the above-described products via its website for a total revenue of at least \$19,062.

5. The Snorkel Jacket had an attached label stating that product contained “real raccoon fur.”



**WHEREFORE, THE PREMISES CONSIDERED**, the Federal Trade Commission has caused this Complaint to be signed by its Secretary and its official seal to be hereto affixed, at Washington, D.C., this eighteenth day of July, 2013.

By the Commission.

Donald S. Clark  
Secretary

SEAL: