

UNITED STATES OF AMERICA  
BEFORE THE FEDERAL TRADE COMMISSION

COMMISSIONERS: Lina M. Khan, Chair  
Noah Joshua Phillips  
Rebecca Kelly Slaughter  
Christine S. Wilson

In the Matter of

FASHION NOVA, LLC ,  
a limited liability company .

DOCKET NO. & advertised, labeled

COMPLAINT

The Federal Trade Commission has reason to believe that Fashion Nova LLC, a limited liability company (Respondent), has violated the provisions of the Federal Trade Commission Act, and it appearing to the Commission that this proceeding is in the public

brand apparel Fashion Nova

3. The acts and practices of Respondent alleged in this complaint have been in or affecting commerce, as commerce is defined in Section 4 of the Federal Trade Commission Act.

Course of Conduct

4. Respondent has sold its Fashion Nova brand apparel primarily online through the fashionnova.com website

5. Respondent specializes in quick and inexpensive design and manufactured quickly and inexpensively to allow the mainstream consumer to buy the latest fashion trends. Fashion Nova merchandise sells for under \$49. Respondent has added as many as 4,000 or more new clothing designs per week

6. Each product page on the Fashion Nova website provides consumers with the opportunity to review the product and rate it on a five star scale. At the bottom of each product page is a VHFWRQ HQWLWOHG 35(9,(:6 ' 1H[W WR WKDW LV D EXWWF Consumers who click on the button are encouraged to give the product a star rating from one to ILYH ZULWH D UHYLHZ DQG 3267' LW ,I WKHUH DUH QR F

