

FOR IMMEDIATE RELEASE

February 7, 2023
Boston, MA

CASHMERE AND CAMEL HAIR MANUFACTURERS INSTITUTE’S FALSE ADVERTISING CASE RESOLVED

*CCMI and Etsy, Inc. Have Resolved Their Dispute and
Look Forward to Collaborating to Protect the Interests
of Cashmere Customers, Manufacturers, and Sellers.*

BOSTON, MASSACHUSETTS, February 7, 2023 – The Cashmere and Camel Hair Manufacturers Institute (“CCMI”) announced today that its false advertising and unfair competition action in the U.S. District Court for the District of Massachusetts, entitled *CCMI v. Etsy, Inc.*, Case No. 1:22-cv-12242-RWZ, has been finally resolved, avoiding the need for further proceedings in the case.

CCMI’s legal action, filed in the U.S. federal court on December 30, 2022, had challenged the advertising and sale of purported “100% Cashmere” and “Cashmere” garments on Etsy websites in the U.S. and abroad that CCMI had tested and found not to be Cashmere, but rather to be 100% acrylic, polyester, and other synthetic blends.

Fabio Garzena, President of CCMI, said that “CCMI and Etsy have resolved their dispute and look forward to collaborating to protect the interests of Cashmere customers, manufacturers, and sellers.” CCMI has a long history of working to help maintain the integrity of the Cashmere marketplace by providing important information about Cashmere’s value as a high quality luxury fabric, identifying reliable Cashmere testing laboratories and services, and pursuing legal action where appropriate to challenge the mislabeling of purported Cashmere garments and fabric.

CCMI’s legal action presented a number of important intellectual property and competition law issues related to the advertising and sale of falsely or misleadingly advertised products over the internet in the international marketplace. CCMI was represented in the action by Robert J. Kaler, a partner in the international law firm of Holland & Knight LLP.

For further information contact: James Coleman, CCMI USA Representative in Boston, MA, at jcoleman@cashmere.org