

FOR IMMEDIATE RELEASE

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Boston, MA

International Trade Group Files False Advertising Lawsuit Against Amazon

Cashmere and Camel Hair Manufacturers Institute alleges that Garments Advertised by Amazon as “100% Cashmere Made in Scotland” are Actually 100% Acrylic not made in Scotland

BOSTON, MASSACHUSETTS, November 18, 2021 – The Cashmere and Camel Hair Manufacturers Institute (“CCMI”), whose members include major Cashmere fabric and garment manufacturers, distributors and retailers in the United States and abroad, has filed a lawsuit in the U.S. District Court for the District of Massachusetts seeking to stop Amazon’s widespread marketing and sale, both in the U.S. and internationally, of garments that CCMI alleges are being falsely advertised and misrepresented as “100% Cashmere” when they are actually made entirely of a type of synthetic, petroleum-based Acrylic that is much cheaper, less warm and more flammable than Cashmere, and contains chemicals that are not present in Cashmere.

“A consumer has the right to expect that garments offered by an established retailer like Amazon will not be materially mislabeled and misrepresented in this way, said Fabio Garzena, President of CCMI, “and when it occurs, CCMI and its members, who make some of the finest Cashmere products in the world, suffer real economic harm. Karl Spilhaus, President Emeritus of CCMI, added that “for more than 35 years, CCMI has been fighting to protect the good name and reputation of Cashmere as a fine specialty fiber; this is the latest chapter in that long story.

The complaint in the action, in which CCMI is represented by Robert J. Kaler of Holland & Knight, is available at www.cashmere.org, and details CCMI’s efforts to uncover and challenge the mislabeling at issue. The name of the case is *CCMI v. Amazon.com, Inc., et al*, Civil Action No. 1:21-cv-11872-WGY.

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