

VeRO Profile - PRADA

No LOGO

The history of the Group begins in 1913 when Mario Prada, Miuccia Prada's grandfather, opened the first Prada store in Milan.

Today the Prada brand offers men's and women's leather goods, clothing and footwear, combining contemporary, innovative and sophisticated design with the uniqueness of handcrafted products. Prada also operates in the eyewear and fragrance sector.

The Group also includes the following brands: MIU MIU, CHURCH'S, CAR SHOE, LUNA ROSSA, PASTICCERIA MARCHESI 1824.

All products of the Group are distributed through a Selective Distribution Network and are legitimately offered for sale worldwide in mono-brand boutiques and outlets, in selected and authorized multi-brand stores and in luxury department stores, as well as through the official websites www.prada.com, www.miumiu.com, www.carshoe.com, www.church-footwear.com and a few authorized websites.

The purchase through the Selective Distribution Network is the only way to ensure that a Product is genuine. Indeed, eBay is NOT an authorized channel for the sale of PRADA merchandise.

Frequently Asked Questions (FAQ)

Q: Why was my auction ended?

A: Your auction was ended because we have a good faith belief that the merchandise you were offering for sale is counterfeit or otherwise infringes PRADA's trademarks and/or other intellectual property rights. Given the nature of the Internet, decisions regarding the authenticity of an item are mainly based upon the photographs and the description of the goods.

Q: Why was my auction removed while many other auctions offering "PRADA" items for sale are still available on eBay?

A: PRADA is strongly engaged in its trademark protection and in the fight against counterfeiting and intellectual property infringement. eBay platforms are monitored on a daily basis to detect counterfeit products and promptly request their removal. Please feel free to report any suspicious item for sale for PRADA's verification.

Q: I saw an auction where the seller said I could go to a PRADA boutique and verify the authenticity of the PRADA item offered for sale. Can I bring an item to a PRADA boutique for verification of authenticity?

A: No. Prada boutiques are not able to provide authentication of auctioned items lacking original proof of purchase and authenticity card released from Prada boutiques and authorized resellers. Since we did not authorize the sale of Prada products on eBay, our boutiques and offices are not in the position to assist purchasers of Prada products in the authenticity verifications, as well as in their attempt to obtain refunds from PayPal, credit card companies or other methods of payment.

The purchase through the Selective Distribution Network is the only way to ensure that a Product is genuine.

Please also note that PRADA has not authorized, nor provided expertise to, third experts such as the ones appointed by the service “**eBay Authenticate**” to authenticate Prada merchandise.

Q: Why I cannot use the word “PRADA” in my auction heading even though I am not selling a PRADA item? Why I cannot describe my item as "PRADA-STYLE", "PRADA-LIKE" or a similar phrase?

A: The use of the word “PRADA” for goods which have no legitimate connection with our company is misleading for users and it is likely to engender confusion in the market as to the source of said items or endorsement of your activity by our company.

Since PRADA has invested time, effort, expense and expertise into establishing its trademarks as a valuable indication of the origin and quality of the goods sold under them, it must protect its reputation and also avoid that the same is exploited by third parties for their own commercial gain.

BUYER BEWARE:

➤ **Items Prada has never manufactured/ Goods not intended for sale**

Labels, packaging materials, dust bags, paper bags, logos, patches, authenticity cards, tags, metallic hardware

Wallpaper, Bed clothes, Towels

➤ **Key phrases to beware of in the description of the item for sale:**

- **Mispelled trademarks (e.g. Prad, Parda)**

- **Use of the following or similar phrases:**

- PRADA-LIKE
- PRADA REPLICA
- PRADA FAKE
- PRADA STYLE
- PRADA?
- "PRADA"
- PRADA COPY
- LIKE PRADA
- NOT PRADA
- PRADA TYPE
- PRADA CHEAP
- NO GUARANTEES OR WARRANTIES

If you believe that your auction was incorrectly reported to eBay or you need any further clarification as to the above please send an email to:

prada_enforce@opsecsecurity.com