

International Trade Group Files False Advertising Lawsuit Against Etsy

Cashmere & Camel Hair Manufacturers Institute alleges that Garments Are Falsely Advertised as “Cashmere” and “100% Cashmere”

Boston, Massachusetts Jan 2, 2023 ([IssueWire.com](https://www.issuewire.com)) - The Cashmere and Camel Hair Manufacturers Institute (“CCMI”), a U.S.-based international trade group whose members include some of the world’s largest Cashmere fabric and garment manufacturers, has filed a lawsuit against Etsy, Inc. (Nasdaq: ETSY) in the U.S. District Court for the District of Massachusetts seeking to stop the 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” or “Cashmere” when they are actually either 100% acrylic, a much less expensive, petroleum-based, and more flammable fiber, or are a blend of cheaper synthetic or man-made materials such polyester, nylon, or rayon, and minor percentages of wool.

“CCMI’s position is that a consumer has the right to expect that garments advertised on Etsy as “100% Cashmere” or “Cashmere” will not be materially 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 Etsy case is another chapter in that story.

The Complaint in the action, in which CCMI is represented by Robert J. Kaler, Esq. of the international law firm Holland & Knight, LLP, is available at www.cashmere.org, and details CCMI’s efforts to uncover and challenge the alleged false and deceptive advertising under the applicable U.S. federal and state laws. The name of the case is *CCMI v. Etsy, Inc.*, Civil Action No. 1:22-cv-12242 (D. Mass.).

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