

Brand Risk Radar: Fashion & Luxury Threat Overview

Fashion & Luxury brands take considerable time and innovation to establish and succeed in this crowded space. Illicit organizations are quick to capitalize on this success. Imitators, scams, replicas, and counterfeiters, leverage your killer brand to market to your consumers.

It's difficult to get a real view of what is going on. Corsearch protects over 120 global fashion and luxury customers, providing full visibility of the threats to brands online to safeguard brand reputation, and protect consumer trust. This report provides an overview of the infringement landscape relating to fashion and luxury customers, using average findings from a sample set of Corsearch customer brands in this sector.

This report scope includes:



Marketplaces



Social Media



Web & Domains

Not included in analysis scope:



Paid Search



App Stores



3D Printing



Messaging Apps

\$30bn
286,510

Estimated value of **online counterfeit luxury market** worldwide

Average **enforcements actioned** by Corsearch for **Luxury & Fashion brands in 2022**

Infringement type

- Counterfeit sales
- Trademark infringement
- Copyright abuse
- Impersonating profiles
- Lookalike products
- Imitation & scam websites
- Parallel imports & grey market

Key platforms

Vary dependent on past enforcement actions & target markets. Typical focus:



ebay



Lazada



prom



tokopedia

Alibaba



Shopee

Key infringing territories



Enforcement highlights

\$8m

Revenue increase in one year for one luxury watch brand

\$147m

Worth of counterfeit stock removed monthly for luxury fashion brand

1k+

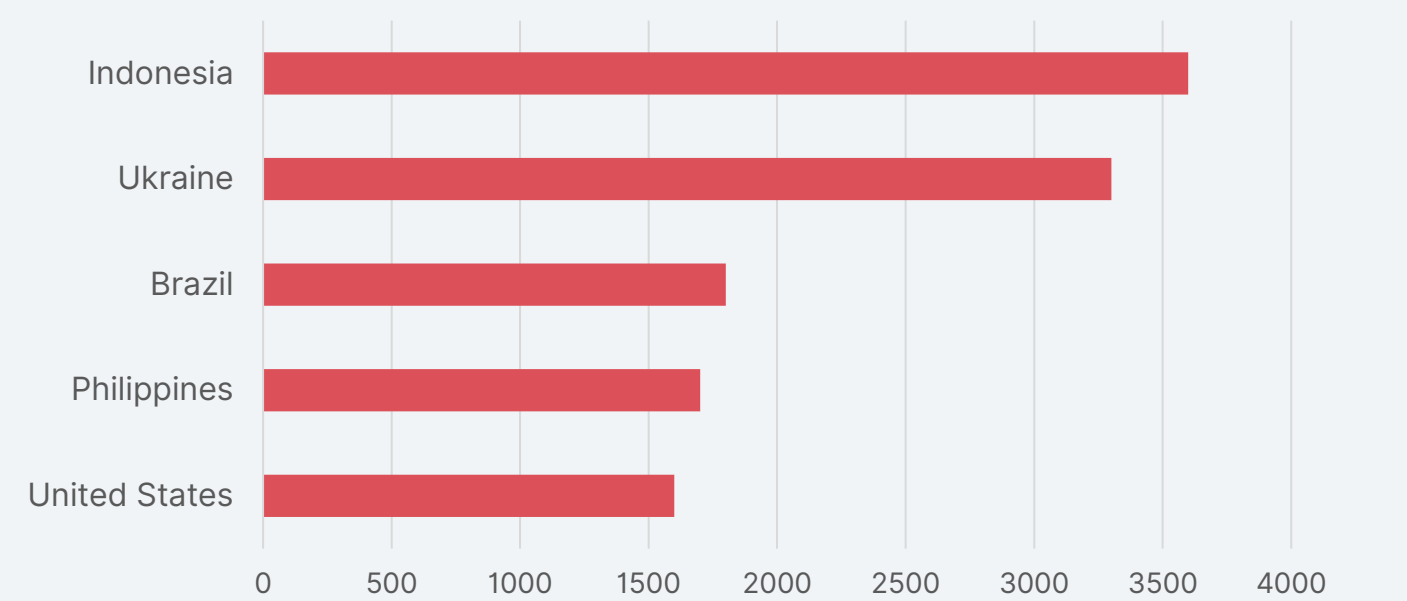
Additional lookalike products surfaced weekly with AI tech

Drill Deeper

Bad actors will go wherever your consumers are. Until you give them a reason not to.

Our platform mimics the way your consumers search the web. Like consumers, we're searching across multiple online channels for your brand and assets, whilst using AI to make sense of the data and prioritise the greatest threats to your brand.

Average monthly enforcements by territory per brand

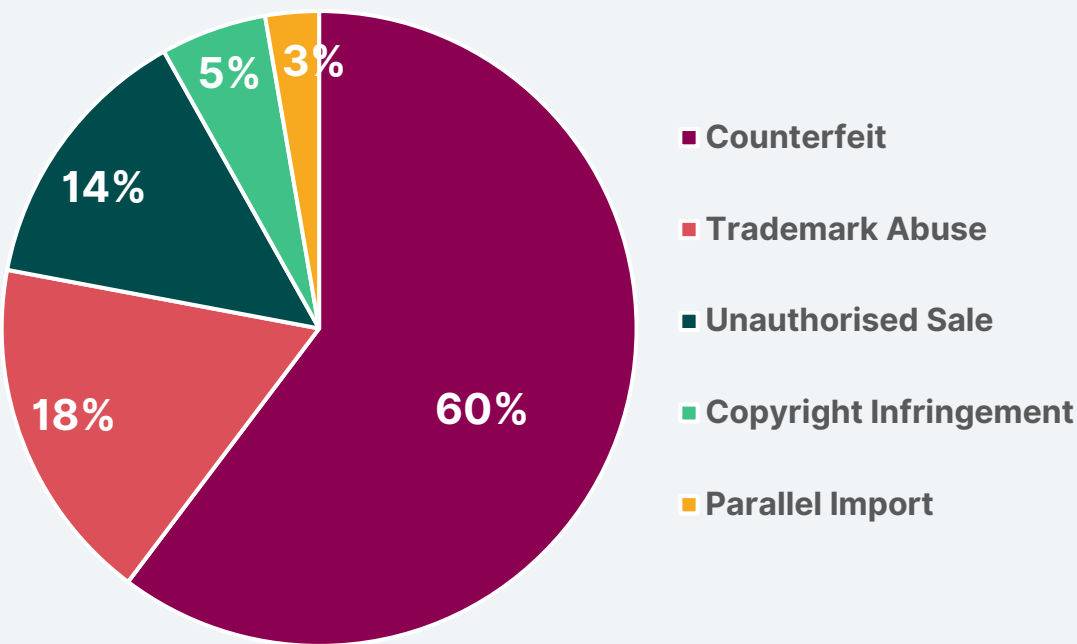


76% Consumers are less likely to buy products from a brand that is regularly associated with counterfeits.

Indonesia: Top marketplaces by total enforcements (2022)



Average monthly breakdown by infringement reason



Don't just build great brands, protect them

Why trust Corsearch to protect your brand?

- ◆ Most comprehensive search capability gives you visibility of your threat landscape
- ◆ AI logo and feature detection picks up infringements that others can't
- ◆ Intelligent algorithms highlight the biggest threats to your brand
- ◆ Network intelligence uncovers hidden commercial scale operators
- ◆ Automated workflows empower strategic enforcement at scale in a few clicks
- ◆ Customizable reporting tools make it easy to extract the data you need for your business, to show the value of protecting your brand online.

See the full picture, own the full picture

The landscape is constantly changing. Brand Protection is more than just a counterfeit takedown game.

Those responsible for brand protection need eyes everywhere, to keep pace with emerging channels and to evolve with bad actor behaviours. Brands need a strategic solution that finds and acts against threats fast, with sustained impact.

See how you can own the full picture of your brand online, by speaking to us and assessing your own brand radar.

[Request a demo](#)

corsearch.com

For every 100 counterfeit units eliminated, you could generate 3 additional genuine sales.

- Oxera Study

“Corsearch supports us with global data monitoring, expert teams, and innovative technologies that dramatically increase the efficiency and effectiveness”

- Levi Strauss & Co.