



United States of America  
FEDERAL TRADE COMMISSION  
Washington, DC 20580

Office of the Secretary

March 18, 2022

Re: *Fashion Nova, LLC*  
FTC File No. 192-3138

Dear Anonymous:

Thank you for your comment regarding the above-referenced matter. Your letter was placed on the public record pursuant to Section 2.34 of the Commission's Rules of Practice, 16 C.F.R. § 2.34.

This proposed order settles charges that Fashion Nova withheld negative customer reviews from appearing on its website. The Commission, however, takes very seriously the concern you raise in your comment regarding fake reviews, another pervasive deceptive practice concerning customer reviews. While the Commission does not allege that Fashion Nova's website contained fake reviews, the Commission remains committed to protecting consumers from all deceptive consumer review practices, including review suppression and fake reviews, and will continue to pursue law enforcement action where appropriate. Among other things, the Commission recently approved and began sending out a [Notice of Penalty Offenses](#) that empowers the Commission to seek civil penalties of up to \$46,517 per violation against those who engage in certain deceptive endorsement practices, such as using fake reviews, after receiving it.

After carefully considering your comment, the Commission has determined that the public interest is best served by issuing the Decision and Order in final form without modification. A copy of the final Decision and Order, and other relevant materials, are available from the Commission's website at <http://www.ftc.gov>.

Thank you again for your comment. The Commission is aided in its analysis by hearing from a variety of sources, and we appreciate your interest in this matter.

By direction of the Commission.

April J. Tabor  
Secretary