

LETTERS

Clarification: Bluefly not authorized dealer for Cartier, Hermes

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By STAFF REPORTS



Cartier and Hermes have not authorized online retailer Bluefly to

sell its products, the two French luxury brands have told this publication.

The clarification comes after Luxury Daily ran an article May 12 headlined, “Hermes, Cartier on Bluefly: Big Luxury tries discount.” The story, based on a news release issued by New York-based online retailer Bluefly and an interview with a Bluefly executive, led Cartier and Hermes to deny a relationship with Bluefly.

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“Please be advised that the May 12th, 2011 article posted on luxurydaily.com entitled ‘Hermes, Cartier on Bluefly: Big Luxury tries discount’ contains numerous false, misleading and potentially defamatory statements made by Bluefly company personnel

and others,” said Patrick Albaladejo, executive vice president at **Hermes International**, in a July 22 letter both faxed and mailed to Luxury Daily.

“The article has the potential to cause confusion in the minds of Hermes customers, potential customers and the public at large as to the origin and source of the goods sold by Bluefly. Bluefly is not an authorized Hermes reseller and Hermes has no relationship with Bluefly. Hermes has not authorized the sale of its goods by Bluefly and has not sought the placement of its goods with Bluefly or other discounters.

“We have also notified Mrs. Payner, CEO of **Bluefly Inc.**, of the potential damage to our brand image, prestige and value that may result from publication of the article and the types of statements included therein.”

A **Cartier** spokeswoman also denied that Bluefly was an authorized dealer for its products, but declined to go on the record.

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