



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Division of Enforcement

December 18, 2008

Peter W. Klestadt  
Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP  
399 Park Avenue 25th Floor  
New York, N.Y. 10022-4877

RE: Yoox Corp.  
FTC Matter No. 0823196

Dear Mr. Klestadt:

As you know, the staff of the Federal Trade Commission conducted an investigation of Yoox Corp. ("Yoox"), for possible violations of Section 5 of the Federal Trade Commission Act, 15 U.S.C. § 45, the Fur Products Labeling Act, 15 U.S.C. § 69 et seq., and the Rules and Regulations Under the Fur Products Labeling Act, 16 C.F.R. Part 301. The investigation focused on whether the company made false or unsubstantiated representations relating to a fur product on the company's website, [www.yoox.com](http://www.yoox.com). The investigation focused specifically on whether Yoox represented that the hood of a coat contained faux fur when the fur was real.

The staff of the Enforcement Division has completed its investigation into this matter and has determined that, in light of information provided by Yoox about sales of the jacket and improved quality control measures taken by the company, no further action is warranted at this time.

According to the information provided, Yoox sold only one of the coats at issue in the United States. In addition, Yoox has implemented training and stricter procedures to ensure that the company better understands and adheres to U.S. labeling and advertising laws, with particular emphasis on products that contain fur, including fur trim.

In light of the above, the staff has decided to close the investigation. This action is not to be construed as a determination that a violation has not occurred, just as the pendency of an investigation should not be construed as a determination that a violation has occurred. The Commission reserves the right to take further action as the public interest may require.

Sincerely,

A handwritten signature in black ink, appearing to read "James A. Kohm", written over a horizontal line.

James A. Kohm  
Associate Director