



Office of the Secretary

UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20580

May 20, 2016

Joseph Franklin  
Milli Zip, LLC  
State of Georgia

*Re: Lord & Taylor, LLC, FTC File No. 152-3181*

Dear Mr. Franklin:

Thank you for your April 9, 2016 comments in the above-referenced matter.

Your comments do not specifically address the Commission's action involving Lord & Taylor, and we are unable to identify the subject of your complaint from the information you provided. The Commission is committed to protecting consumers from unfair or deceptive acts or practices in commerce. We suggest that you contact the FTC's Consumer Response Center at (877) 382-4357, or online at [www.ftccomplaintassistant.gov](http://www.ftccomplaintassistant.gov) and provide as much detail as possible about your complaint.

After considering the comments received in the Lord & Taylor matter, the Commission has determined that the public interest would be served best 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 comments.

By direction of the Commission.

Donald S. Clark  
Secretary



UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20580

Office of the Secretary

May 20, 2016

Sharp Mann  
State of Michigan

Re: *Lord & Taylor, LLC, FTC File No. 152-3181*

Thank you for your March 16, 2016 comment regarding the above-referenced matter. Your comment was placed on the public record pursuant to Section 2.34 of the Commission Rules of Practice, 16 C.F.R. § 2.34.

Your comment indicates your belief that the proposed consent order should include monetary relief in the form of disgorgement of the proceeds related to sales of the Lord & Taylor Design Lab dress as a result of the misleading endorsements. The Commission has determined that the conduct relief obtained by the order is appropriate, and it will serve to deter future violations of the FTC Act by Lord & Taylor. If Lord & Taylor violates the Commission's final order, it will be liable for civil penalties of up to \$16,000 for each separate violation, pursuant to Section 5(l) of the FTC Act, 15 U.S.C. § 45(l).

After considering your comment, along with others received in this matter, the Commission has determined that the public interest would be served best 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.

Donald S. Clark  
Secretary



Office of the Secretary

UNITED STATES OF AMERICA  
Federal Trade Commission  
WASHINGTON, D.C. 20580

May 20, 2016

[Name Withheld]  
State of Indiana

*Re: Lord & Taylor, LLC, FTC File No. 152-3181*

Thank you for your April 1, 2016 comment in the above-referenced matter.

Your comment does not specifically address the Commission's action involving Lord & Taylor, and we are unable to identify the subject of your complaint from the information you provided. The Commission is committed to protecting consumers from unfair or deceptive acts or practices in commerce. We suggest that you contact the FTC's Consumer Response Center at (877) 382-4357, or online at [www.ftccomplaintassistant.gov](http://www.ftccomplaintassistant.gov) and provide as much detail as possible about your complaint.

After considering the comments received in the Lord & Taylor matter, the Commission has determined that the public interest would be served best 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 comments.

By direction of the Commission.

Donald S. Clark  
Secretary