



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

Office of the Secretary

July 13, 2020

Commenter David Calvin

Re: In the Matter of Williams-Sonoma, Inc., Docket No. C-4724

Dear Mr. Calvin:

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has considered your comment and placed it on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii).

In your comment, you report that you purchased an item of Pottery Barn-branded furniture based on U.S.-origin claims and later discovered the item was wholly imported. Based on this experience, you state the Commission should amend the Complaint and Decision and Order to name Pottery Barn Furniture.

Because Pottery Barn is a brand owned by Williams-Sonoma, Inc., the named respondent in this matter, the draft Decision and Order would address the deceptive claims you described. Therefore, after considering your comment, the Commission has determined that the relief set forth in the Decision and Order is appropriate and sufficient.

At this time, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available on the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources in its work, and we thank you again for your comment.

By direction of the Commission, Commissioner Slaughter not participating.

April J. Tabor
Secretary