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**PRESS RELEASE**

**NAPA COUNTY DISTRICT ATTORNEY ANNOUNCES CONSUMER PROTECTION  
SETTLEMENT WITH FASHION NOVA, INC.**

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Napa County District Attorney Allison Haley announced today that her office, along with the District Attorneys of Alameda, Los Angeles, and Sonoma Counties, settled a civil consumer protection action against a California company known as Fashion Nova, Inc.

Fashion Nova is a retailer that operates in the “fast fashion” industry. “Fast fashion” refers to clothing that moves rapidly from popular culture to mass production and retail sale. The majority of Fashion Nova’s sales take place on its website. The civil action alleges that Fashion Nova violated consumers’ rights by repeatedly failing to fulfill and ship orders within the legally mandated timeframe.

The complaint alleges that Fashion Nova repeatedly violated a California law that requires it to ship items to California consumers within 30 days of their orders, and failed to provide adequate delay notices. The complaint alleges that Fashion Nova committed other violations of the law, such as failing to adequately disclose its return policy on the website.

“Online shoppers should feel confident that the retailers with whom they do business will deliver what they promise when they promise, within the bounds of California law,” Deputy District Attorney Katy Yount said. “This consumer protection action not only ensures that, but also protects retailers who expend time and money to play by the rules.”

The judgment includes an injunction to prevent further violations of law and requires Fashion Nova to pay approximately \$250,000 in direct restitution to consumers. Without admitting liability, Fashion Nova was further ordered to pay \$1.5 million in costs, penalties, and other remedial payments. The company cooperated in the investigation and agreed to make changes to its business practices.

Any questions may be directed to Assistant District Attorney Paul Gero