

# Fashion Nova is rated "Excellent" with 4.4 / 5 on Trustpilot



5-star

69%

4-star

12%

3-star

6%

2-star

3%

1-star

10%

**Sort:**

## **said i couldnt use my card to pay...**

said i couldnt use my card to pay because the final total amount was under \$1. i used a gift card that i got from a previous refund and a coupon code. i wish i could just get my money back and not have to buy something else that is probably cheap and won't fit right. i hate how you can't get your money back and only store credit as a gift card. and you have to pay for your own returns. i really hate shopping here

Date of experience: December 23, 2022

## **Not Sure if this Trust Pilot is legit... No help received**

I have reached out in regards to my refund received through a gift card that I continue not to be able to use on next or other purchases.. and have not still heard from anyone to help me with this issue but one time who still hasn't did anything. I guess really when you return something not only due you loose the items but your money too. So my last purchase was made and will no longer deal with this company and will keep the current items I just received that don't fit.

Date of experience: December 19, 2022

## **I had a bad experience when I didn't...**

I had a bad experience when I didn't get my package delivered on the 20th of December and my birthday was December 12th and I was waiting for 2 weeks but then they go tell me they cannot give me no response because my package was delivered I always been a lawyer customer and I never had this problem before.

Date of experience: December 23, 2022

## **Great for the price point!**

Pros: The styles, prices, and inclusive sizing are excellent as are the variety of payment options.

Cons: The quality of product and product sizing varies quite a bit, therefore it can be a laborious process figuring out which size to order and trying to weed out see-through and ill-fitting garments.

Date of experience: December 23, 2022

## **Fashion Nova and Fashion NovaLuxe sites**

on your regular fashion nova site, identify a link to 'fashion nova luxe' site items - it took me a little bit of time to find the items I purchased when sharing my info with family members - LOVE the fashions on NovaLuxe - nice materials, great fit and bright color options

Date of experience: December 23, 2022

## **Nova Cash limit 1 is a disappointment**

I think it's ridiculous that I can't use more than one Nova Cash per purchase. Basically, it covers the shipping. I had \$40 and could use \$10. That was a big disappointment! For all I spent to earn the \$40, I felt I should have been able to use it all.

Date of experience: December 23, 2022

## **You show a TeamNova2022 discount ...**

You show a TeamNova2022 discount and then it disappears when you go to pay and says not available. No one knows this until they are done with their cart. VERY MISLEADING. I had to take a bunch of stuff out of my cart and wasted a great deal of time!

Date of experience: December 23, 2022

## **They're delivery service delivered my...**

They're delivery service delivered my package to the wrong address and they didnt do anything about it besides give me a \$15 gift card for a \$55 purchase. this is the last time i will order from fashion nova because it is needed.

Date of experience: December 22, 2022

## **I know Y'all better than this!**

I love this site but some of my past orders have been delivered to the wrong address and gets stolen or it just never arrives, and when I report it most of the time I have to argue with a rep through email! because there isn't a live person to speak with. I don't think its fair that that the only option is store credit ( sometimes not even on the whole order) when I've spent my hard earned money on this site, I should be able to get my money back because what if I don't want anything off the site anymore? what if I want to take my money else where? Fashion Nova gets to make that decision? that's BS. Just doesn't seem like the customer comes first and that really sucks.

Date of experience: July 16, 2022

## **Double taxation very sneaky**

I have bought items in the value of roughly 250€ to Germany. First of all it does not stay at 250. It goes up to 300 just when i proceed to the shopping cart. Then i had the opportunity to pay taxes and duties beforehand which was another 60€. When the shipment finally arrived after 2,5 months, DHL wanted another 80€ in custom taxes from me. So in total i payed 440€ for items in the value of 250€. Nice! And Fashionnova customer care is trash! They have the same standard phrases that they copy paste everytime and dont return any money. You just get a giftcard of the items value. What am i supposed to do with 250€ giftcard? I can buy 3 tshirts with that when the taxes and duties come on top...

Date of experience: December 22, 2022

## **Love, love, loveeeee it**

Fashion nova jeans literally make me the happiest! It's so hard to find Jean that fit my body shape and with fashion nova i never have to question the size or the fit. 10/10 highly recommend!

Date of experience: December 23, 2022

## **I returned an item and received a gift...**

I returned an item and received a gift card to use only to find out I had to spend more than the gift card was worth in order to place an order. I'm done with fashion Nova.

Date of experience: December 23, 2022

## **Doesnt give proper refunds**

This is the second time ordering from fashion nova, I don't like that the company doesn't provide refunds but rather store credit. I didn't pay with store credit I should be refunded my original form of payment. Last year I ordered a sweatsuit and it ran very very large I ordered it in two different sizes, both of which were way over sized but of course I didn't know that until they arrived and when I tried to initiate a return that is when

I discovered they only offer store credit. I think that's wrong because if I didn't have a good experience ordering in not going to order again from you and I want my money back. Fashion nova kind of forces you to shop with them by offering store credit instead of refunds and that's not right.

Date of experience: December 23, 2022

## Recommendations

Product availability, ease at checkout. Would recommend giving models height, weight and size they're modeling for customers to better gauge what will work best for them

Date of experience: December 23, 2022

## Very Nice looking clothes

Very Nice looking clothes, both men and women, as something get my lady sure. I think lot outfits great for guy, I choose few my first order, turns out good, but I want my money back. I don't like it.

Date of experience: December 23, 2022

## I've always love the look of the...

I've always love the look of the clothing, but I've been very hesitant on buying. with the curvy models and the customer reviews I finally pulled the trigger

Date of experience: December 23, 2022

## UPS LYING ABOUT DELIVERING ITEM

THAT THEY RESOLVED AN ISSUE WITH HE CARRIER UPS AND MY ITEM NOT BEING DELIVERED LIKE THEY STATED, AND QUICKLY ISSUING CREDIT AFTER MY COMPLAINTS.

Date of experience: December 15, 2022

## Need money back in original form of payment

Like the fashion, hate that you only get a store credit for returns. This store should offer money back in the original form of payment

Date of experience: December 23, 2022

## Fashion Nova gift cards

Gift Card

Check gift card balance

https://www.fashionnova.com/gift-cards/

Physical Gift Cards can only be redeemed in our retail locations throughout Southern California store locations.

You must safeguard your gift card for your own protection. It is within Fashion Nova's discretion that we may replace a gift card for the remaining balance at the time that a card is reported as damaged, lost, or stolen -- so long as we are provided with the original proof of purchase.

**Want to contact us?**

## **Fashion Nova Review: Is It Legit or A Fashion Scam? - More Real Reviews**

If you're reading this page you've probably seen all the hype about Fashion Nova on Instagram and other social media platforms. But can you really believe the Fashion Nova reviews from paid Instagram models? Well if you want some real and honest reviews about Fashion Nova, then you're in the right place. But I'm warning you, you may not like to know the truth buying from Fashion Nova.

Fashion Nova is a new online women's wear fashion house specializing in clothing for curvy women. It considers itself as a "body-positive brand". Their main point of sale is online via FashionNova.com, although they do have retail stores in Los Angeles South California. Fashion Nova was founded in 2014 by Richard Saghian, and became popular with a lot of help from Instagram celebrities and social media "it" girls.

### **What Are The Fashion Nova Products?**

The online start-up fashion company rose to the limelight with their "body-conscious" line of clothing. Fashion Nova has an elaborate catalog of women's clothing, including jeans, dresses, tops, sweaters, jackets, jumpsuits, leggings, Jeggings and pants. They also have loungewear, swimwear, lingerie, shorts, pants, footwear and bodysuits. Accessories include everything make-up, sunglasses, bags, bras and jewelry. On their website, you will find Kylie Jenner's exclusive page, a bestsellers section, coming soon, spring break wear, an under \$15 segment and blowout sale section.

### **Where Do Fashion Nova Get Their Clothes From?**

You probably think that Fashion Nova is getting their clothing from a supplier, vendor or wholesale warehouse in China and reselling it. But according to the company, they actually work locally with about 500 sewing factories across Los Angeles, California. At the time of this review they claim that 80% of the Fashion Nova products are made in LA. But if you want to know how to get clothing for wholesale pricing, you might want to check out the following resources.

### **How Expensive is it?**

Galoremag.com calls Fashion Nova as the "most affordable celebrity-inspired fashion store on the Internet". Be that as it may, let's break down their price range. Fashion Nova's dresses, tops, jackets and sweaters price range is between \$16 and \$80. Pants, shorts, bodysuits and loungewear are priced from \$18 to \$98, while accessories are generally below \$100. You can also find accessories, pants, tops, leggings and bras, at the under \$15 section. But you can find similar Fashion Nova clothing for even better prices on Amazon.com.

They also sell products on wholesale; all you have to do is head over to the wholesale section through their website and fill out the form. Buying wholesale sets you back a minimum \$1000, and they ship globally.

### **What Is Fashion Nova's Refund Policy?**

Fashion Nova is a "no refunds, maybe store credit" company. Once you place an order and you need to cancel, prepare to have moist eyes. They will only offer you store credit under certain conditions. If what they sent was not what you asked for, you will have to inform them within 24 hours after receiving, and shipped back to the address 28016 46th Street St. Vernon CA within 30 days after receiving the order. If you think that policy sucks you may want to check out similar brands with better policies here on Amazon.com

### **What Do We Like?**

Coupons Galore! All you have to do is just try to leave the website and you'll get coupon offers that will save you money. Furthermore there are a lot of promo codes offered online via social media and social media stars.

Curvy Friendly It's usually very hard to find clothing designed for women with various body shapes, especially if you're curvy. Fashion Nova's website is like a haven for women shoppers since it appeals to so many body types.

Affordable For Any Budget In addition to providing clothing for all types of women, Fashion Nova makes them extremely affordable for any budget.

Positive BBB At the time of this review Fashion Nova has a Better Business Bureau rating of B which is pretty good for any store.

## Fashion Nova Complaints

No refund Once you place an order and change your mind after checking out, the closest you will come to a refund is store credit.

Poor Customer Service A good number of customers have complained of horrible customer service, especially if you are not calling to compliment them for their awesome products. If you have an issue with your delivery, it will take some luck to get your issue handled. "if you are not going to give me my money back, at least give me reason to believe I am not in the hands of scammers" a customer wrote.

Fashion Nova Slow & Delayed Delivery If you are planning on ordering clothes for an upcoming event or vacation, don't make a last minute purchase on Fashion Nova, chances are they will not arrive when you need them. Customers have also complained of incorrect deliveries, damaged products and lost goods. It can take weeks for Fashion Nova to deliver your clothing. They seem to have grown faster than they can manage.

Hidden charges A good number of customers have complained of charges they did not sign up for. Apart from the non-refundable shipping charges, there is a whole forest of fees you will find on your receipt that you had no idea would accrue.

## Are there any other stores like Fashion Nova?

If any of the complaints listed above make you uncomfortable, I totally understand. Fortunately you can find a lot of the same type of women's clothing for less at Amazon.com. No matter where you decide to shop you should definitely use the free Honey Browser App to help you save money by finding you the coupons and promo codes that actually work.

## So is Fashion Nova Scamming Customers?

Based on what customers have to say about Fashion Nova, it is a one-stop shop for affordable and trendy clothes for any body size. You will stay up-to-date with the current fashion trends, at a budget. However, you need to be sure of what you are buying since it's impossible to get your Benjamin back if you are dissatisfied. With a no-refund policy, you're pretty much stuck with store credit. And you better order weeks in advance since fashion nova seems to have very delayed shipping which is frustrating. That all said, it still seems to come highly recommended by women online and social media. But you'll need to take their opinion with a grain of salt since they're getting paid for promoting fashion nova. So that's our opinion about Fashion Nova.

We would love to know what you think about Fashion Nova, drop us a comment or suggestion in the comments section below.

### Fashion Nova Review

- Our Overall Rating
- Support
- Quality

### Summary

Fashion Nova seems to be the place online to get trendy and sexy clothing for women of all shapes and sizes. However their refund policy and delayed shipping is probably going to turn you off. Don't believe the hype on instagram. Read a real honest review about this company.

User Rating 2.94 (31 votes)

- [Check Out The Best Affordable Women's Clothing](#)

## What is Fashion Nova? – A Scam ? You NEED To Know This!

Today's review will be a little off topic, on a company named Fashion Nova. What is Fashion Nova? A Scam or a legit company? Also, more importantly (and more to the topic of this site) how can you create your own wildly successful business just the same way? This is going to be a

very interesting post for you!

Who is it for: Fashion interested women looking to pay less for clothes and accessories

Fashion Nova is plain and simple a company that sells fashion clothes, shoes and accessories to a low price.



This exact text can be found on their Facebook page:

We at Fashion Nova believe the customer is the star. Our Nova Stars dare to be rare. Our girls aren't part of the every day, they're the ones with an extra pep in their step. These ladies strut, not walk. They're always being asked where they got their cute outfit from. The girls who rock our styles are bold, adventurous, inspirational, and fashion-forward. A Nova Star is the best dressed girl in the room. Her confidence is what truly shines, but her outfit adds that extra sparkle.

Our company is based in sunny Los Angeles, California. We have shops all over the city, in addition to Fashion Nova's online boutique. We pride ourselves on offering the hottest trends at the best prices. We ship globally so our Nova Stars around the world can enjoy our clothes. We strive to provide an unbeatable service and experience here at Fashion Nova.

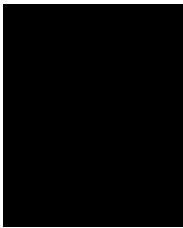
#### WHY SHOP FASHION NOVA?

Fashion Nova currently sells a wide assortment of dresses, skirts, tops, rompers, jumpsuits, sweaters, jackets, jeans, shorts, leggings, and pants. There's something for every kind of Nova Star in our collection. We are always looking for the newest and most daring styles to bring to our brave Nova Stars. Staying one step ahead in the fashion industry is essential to providing the best experience to our customers. As Fashion Nova expands, our Nova Stars will be treated to brand-new sections for shoes, medical wear, and school uniforms both in-store and online. Check back soon for updates!

Snap a picture of you being a NOVA STAR in your Fashion Nova outfits and share it to Facebook, Instagram, or Pinterest. Don't forget to tag us!

Happy shopping!

#### The owner



Richard Saghian (founder of Fashion Nova)

Richard Saghian is the guy who founded the whole company from scratch back in 2006, you have to give him credit for how he really understand how much you can capitalize with only ONE simple technique today... social media.

"We work with 3,000 to 5,000 influencers," says Fashion Nova's founder and CEO, Richard Saghian, via phone in his first public interview since founding the company in a storefront in California ten years ago. "It's kind of like this ripple effect. The more people shout us out, the more their fans shout us out. Kind of like a viral Youtube video. We're a viral store."

[Click here to read more about how the business is run and how it started.](#)

This is something ANYONE can do to create a highly profitable business online with a very low start-up budget. I will come to that further down in this post.

#### Their history (and tactic)

They started up the business as a solely online "e-commerce" store back in November 2006 and has in this very short time been able to open up physical stores in both Manhattan New York and in Los Angeles. Today they have more than 200 employees.

That is a very impressive development for something that started out as a small business just a few years back.

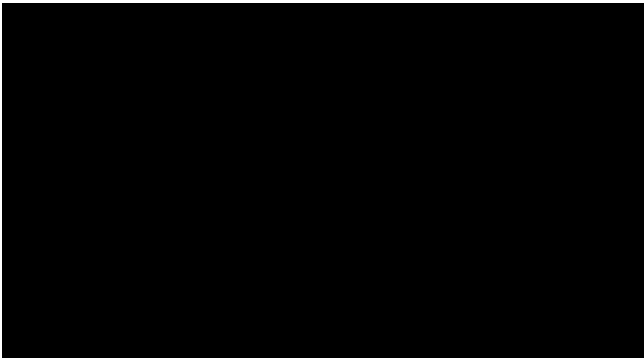
It is also pretty easy to see that this is a company that pretty much started out by kind of "copy" the higher priced fashion trend clothes and made a Chinese manufacturer "copy" the style and create something very similar in both style and quality for a very low cost.

Nowadays they have their own factory in California where they manufacture their own clothes though.



## Cheap GREAT clothes at Fashion Nova?

Who cares, right? I mean if you are able to get clothes looking the same, or in many cases even better than the expensive luxury stuff for a waaay cheaper price.



I mean, for someone into clothes and fashion this is a gold mine. You can buy a new wardrobe for the same price you would have needed to give for a pair of “luxury” shoes.

Both are probably made in China anyway, the difference is probably a lot smaller than 99.99% of what any person can notice.

\*\*However, there might be better alternatives for you. This one for example

## Is Fashion Nova a Scam?

So, is Fashion Nova a scam? I would say it is absolutely not a scam, I would call this a great (and very smart) business idea that you also should be inspired from instead.

If you look on their Instagram account you can see that there are a lot of customers/clients asking questions there, you will also find a lot of replies from Fashion Nova that are not very friendly and service minded... to say the least.. Hmm, I wonder how much bigger they would have been if they treated their clients the way a business SHOULD treat their clients...

In the “business book of the law” or if you prefer “the unwritten rule” of a business you should always be nice to your clients and satisfied their needs. ALWAYS.

Here are just a few of the MANY complaints:

**"SCAM BEWARE! They charged me twice & refused to refund the charges AND the clothes were here 7 weeks ago"**  
★★★★★ 4/5/17  
the same order that was 00 in total). I wrote in to them and they will give me store credit I want store credit if it is their fault the charge me twice??... read more  
Similar opinion? Write a review!  
Was this review helpful? Yes 1

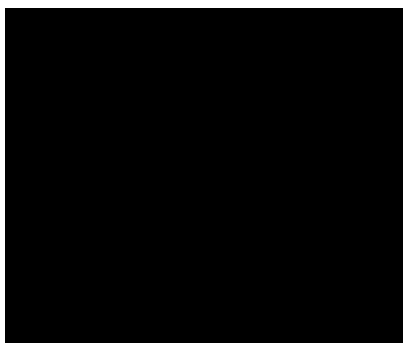
**"ORDER 4506612"**  
★★★★★ 4/5/17  
D ITS 4/5/17 HAVENT GOTTEN MY I SENT MY I.D AND SELFIE LIKE NOONE ANSWWRS MY EMAILS OR ITS BEEN SINCE 3/22/17 AN ORDERED AND I PAID AND I REQUESTED HELP PLEASE CALLS!

**"HORRIBLE customer service...Didn't even get HALF my order"**  
★★★★★ 4/5/17  
I ordered 14 things and the first 5 on my packing slip was what I got. I emailed them since they NEVER answer their customer service line EVEN DURING BUSINESS HOURS, and they said they can't issue a credit on RETURNED items. I did not RETURN anything, THEY NEVER PACKED IT! Absolutely ridiculous, they have no idea what they are... read more  
Similar opinion? Write a review!  
Was this review helpful? Yes 1

**"Take your money for items they don't have in stock"**  
★★★★★ 4/5/17  
Read reviews of all their scams. You order from their site and the take your money. They then tell you the item is out of stock and issue a store credit. Report all issues to the better business bureau they have almost 400 complaints!!!  
Similar opinion? Write a review!  
Was this review helpful? Yes

To read all of the complaints click here (opens in new window)

Think about it, they have become this monster big in such short amount of time simply buying clothes from China and selling them for a great profit, using social media to market their products... Without even being very nice to people...



What could you be able to achieve if you did the same but instead was being nice? Do you think you could maybe even have done it faster?

### How can you do the same?



Ok, I am not saying that it is an easy thing to do. It requires a lot of work, consistent dedication over a longer period of time.

I am not saying that you need to be the same "big booty size" as Fashion Nova but you can without a doubt be able to quit your 9-5 and make a full-time living from doing something similar, in WHATEVER niche you would want to.

It is way easier than you might think to get started with an e-commerce store!

If you don't know how to market your product I have great news for you, it is easier than ever nowadays as social media platforms like Instagram and Facebook (to name 2 of the biggest ones) are capable of letting you reach out to millions of people in an instant.

You could build up your business account from scratch without paying a dime, it will take time though. However, if you pay for advertising this can go very fast. You can, for example, reach out to "influencers" in whatever niche you are planning to go into and ask them to advertise for you in



exchange for money (or your products).

Another advice to getting started and follow a proven blueprint on how to build your own e-commerce store fast is taking this step-by-step video walkthrough course <==

Look at what the owner (of FashionNova) himself say on how they got such a huge following on Instagram

When we started our Instagram page a year or so ago, we were averaging ten thousand followers a day. All these influencers were buying and tagging us in their pictures on Instagram. That's when we started going viral.

You can read more from this interview here (opens in new window)

You can also use the advertising service that both Instagram and Facebook (and all of the other social media platforms got) and start advertising yourself, targeting EXACTLY whatever persons you want based on their age, gender, interests, etc.

### **Final words and verdict**

Verdict: Legit

Overall rating:  (3.5 / 5)

Ok, I know many of you think I should give a higher rating due to the fact that this business is a HUGE success in the short amount of time it has been alive. However, the "poor" client service and support are what really takes the rating down. The complaints are just too many to be ignored.

I mean, a huge and successful business should absolutely have great customer support.

Just look on the absolute biggest brands in the world, no matter if it is clothes, shoes, tech stuff or whatever it is. They all offer excellent support and treat their clients the way they should be.

Have you checked out the similar shop named Icon by the way?

**[Click here to see their clothes](#)**

### **Start building your own business (For FREE) today**

I would love if this post inspired the next Fashion Nova entrepreneur to do things even better, you can absolutely do it if you just put yourself to it. There has not been a better opportunity than it is right now with the internet and all the info out, in plain sight for you.

If you want to have access to an incredible community with over 800,000 members from all around the world interested in online business I suggest you sign up for a free membership at WA. It has been the leading one in the area since it launched back in 2005.

There you can get started for FREE and get a great understanding how to start an online business, 24/7 support, easy to understand step-by-step video instructions, tools such as website builders, tools, and techniques that can bring people to your website (both in freeways but also in paid ways).

Plain and simple, if you are interested in starting your own business online there is no better place to get started.

**(Click here to read more about it)**

I hope you found this review/post about Fashion Nova to be helpful and now you should have a better understanding of what it is and how it works.. More importantly, how you can create something similar on your own, it doesn't have to be in the same niche, instead of clothes you could, for example, go for makeup, or whatever you want.

If you have any questions about this review or about how to get started with your own business I would be more than happy to answer them below!

I wish you success!

John

Founder of: \$tart Make \$top Waste

## **Beware of a Fashion Nova collab Email scam - Life with Pal**

This post may contain affiliate links. If a product or service is purchased using a link(s) in the post below a small commission may be earned.

Updated: 7/1/2022 to add a new email that was sent to me.

I had an interesting email sent to me by a company claiming to be Fashion Nova. For those of you who aren't familiar with the brand. Fashion Nova is considered to be a fast-fashion company that sells affordable priced clothing and accessories.

I'd like to add that I have never shopped or purchased anything from this brand so that's why it's highly suspicious that someone claiming to be from their brand reached out to me.

## The email

The email was sent to my blog email address. So I didn't think a lot of it. I tend to have a few collaboration requests as well as other sales offers.

### the sender

The email was sent from a Gmail account, not a branded account such as @fashionnova.com.

FASHIONNOVA HQ fa\*\*\*\*\*@gm\*\*\*.com

### the email text

The email was pretty straightforward and did seem like it was offering a collaboration.

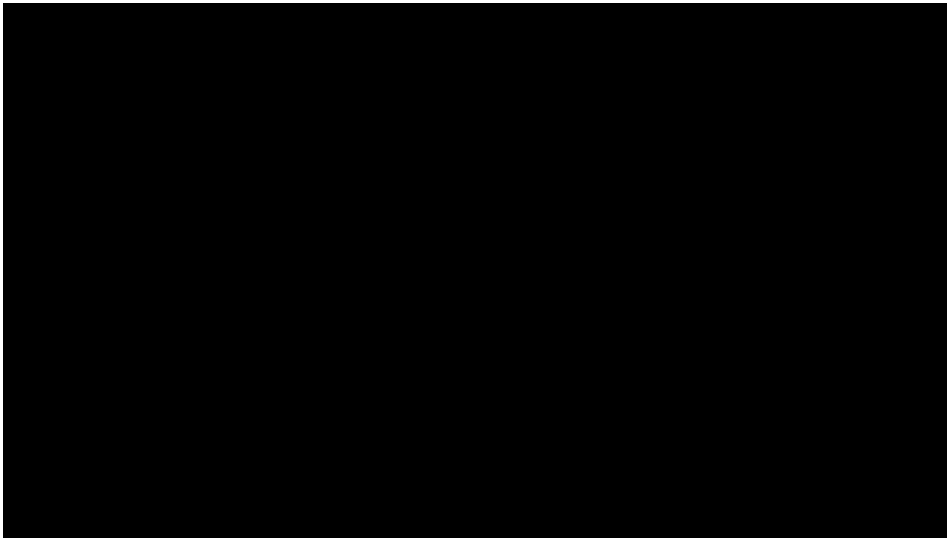
we @fashionnova just launching our newest clothing brand and we noticed you have been a fan of our work and we observed your profile however you will need to follow the steps below to be qualified to collaborate with us:

Since we are just launching our influencer campaign and really want you involved, you would get free monthly packages (3 items of your choice per month), your own exclusive discount code to share, shoutouts and reposts to our Instagram and website!

We will be sending you our free PR packages every month, this means you will get to show off our newest items completely free with no catch! In return just tag us with the clothing either wearing them or just showing off the package! You will also be getting 10% commission paid via bank transfer or any other legal means of payment which is most convenient for you

Every time you post a shout-out of our newest brand, we usually start with a payment of \$500 per post which can also be negotiated if you meet the criterial and we will increase it as you get more popular and we make more from your posts and clothing you are wearing on your page.

Before we send you more details, what social media platforms do you use and how much do you charge per post?



screenshot of the fake fashion nova email.

Added 7/1/2022: Today I had a new email. it's similar to the previous one but has a larger payout.

we @fashionnova are launching our newest clothing brand @fashionnova.wore and we noticed u have been a fan of our work,So we are just launching our influencer campaign and really want you involved, you would get free monthly packages (3 items of your choice per month), your own exclusive discount code to share, shoutouts and reposts to our Instagram and website!We will be sending you our free PR packages every month, this means you will get to show off our newest items completely free with no catch! in return just tag us with the clothing either wearing them or just showing off the package! You will also be getting 30% commission paid via bank transfer every time you post a shout-out of our newest brand, we will begin with a payment of \$1000 and increase as you get more popular and we make more sales off you wearing them on your page.We await a response from you as soon as possible!

Best Regards@FashionNova

**Here were the red flags**

## 1st

The email was sent after usual US business hours. I would assume most of these companies work from 9 am to 5 pm. This email was received at 9:28 pm.

## 2nd

My Instagram profile doesn't focus on fashion in any way. I have also never promoted or shared any Fashion Nova content.

## 3rd

The Gmail email address is always a dead giveaway for scams. If the email isn't from a branded email address most times it's a fake. There are a few exceptions but with large brands usually have their own email address featuring their company/brand name dot com.

## **Fashion nova confirmed it's fake**

I reached out to Fashion Nova via their Media email address. A rep replied within the hour stating the following:

Hi Vanessa,

Unfortunately, that is not Fashion Nova. If you will note – our email address ends in “@fashionnova.com” and not “@gmail.com”. We recommend that you do not provide them with any personal information and also report the accounts they provided you with.

Fashion Nova email reply

Thanks to Fashion Nova for the confirmation that this is a fake and the email reply.

## **what not to do if you're sent this email**

Let's face it many content creators want to participate in collaborations in hopes to be noticed or gain extra income or free products. But it's always safe to err on the side of caution and take time to check that this is legit.

The last thing anyone wants is to be scammed, have their social media accounts taken over, or experience ID fraud.

## **If you're sent an email like this**

If you are sent an email like this do the following:

- always check the sender address (For branded email not free email address)
- check for grammar and spelling errors
- reach out to the actual brand

You can also do a quick web search using the brand name and adding scam email or email scam. You can also block the sender if your email provider offers this service.

Lastly, always get the word out to help prevent others from being scammed as well.



## **Fashion Nova Will Pay \$9.3 Million for Consumer Refunds To Settle FTC Charges It Violated Rules On Shipping, Refunds**

Online fashion retailer Fashion Nova will pay \$9.3 million to settle Federal Trade Commission charges that it didn't properly notify consumers and give them the chance to cancel their orders when it failed to ship merchandise in a timely manner, and that it illegally used gift cards to compensate consumers for unshipped merchandise instead of providing refunds.

Under the terms of Fashion Nova's proposed settlement with the FTC, the money will be used to refund consumers who were harmed by the company's violations.

The FTC's complaint against Fashion Nova alleges that it violated the agency's Mail, Internet, Or Telephone Order Merchandise Rule (the Mail Order Rule), which applies to merchandise sold to consumers online, by mail, or by phone.

"The same rules that we have enforced for nearly 50 years against catalogers and other mail-order companies also apply to online sellers," said Andrew Smith, Director of the FTC's Bureau of Consumer Protection. "Online retailers need to know that our Mail Order Rule requires them to notify customers in the event of shipping delays and offer the right to cancel with a full refund—not just a gift card or a store credit."

According to the complaint, Fashion Nova violated the Rule in two ways. First, the company made clear promises to consumers for years that they offer fast shipping of their products. This includes using phrases like "Fast Shipping," "2-Day Shipping," and "Expect Your Items Quick!" In fact, the company regularly failed to meet its shipping promises to consumers, and failed to meet the Mail Order Rule's requirement that consumers be notified of shipping delays and given the chance to cancel orders and receive prompt refunds.

The complaint also alleges that Fashion Nova at times failed to refund consumers for the items that it did not ship. Instead, it was the company's policy to issue gift cards, which are not considered refunds under the Mail Order Rule. The company also failed to cancel orders and provide refunds when it did not offer consumers delay option notices.

Under the terms of the proposed settlement, Fashion Nova will be required to pay \$9.3 million to be used to refund consumers who were harmed by the company's violations of the Mail Order Rule. Of that, \$7.04 million will be sent to the FTC for use in refunding consumers and \$2.26 million must be refunded directly by the company to consumers. Consumers who received gift cards instead of refunds when the company violated the Mail Order Rule will be eligible for refunds under the settlement.

The settlement also prohibits Fashion Nova from any further violations of the Mail Order Rule, and requires the company to ship ordered merchandise within one day of receipt of an order when the company doesn't specify a shipping date.

The FTC received thousands of complaints about Fashion Nova's shipping and refund practices from American consumers, as well as hundreds from consumers located in Canada and more than fifty other countries, affected by the company's actions.

The Commission vote authorizing the staff to file the complaint and proposed stipulated order was 5-0. The FTC filed the complaint and final judgment in the U.S. District Court for the Central District of California.

NOTE: The Commission files a complaint when it has "reason to believe" that the named defendants are violating or are about to violate the law and it appears to the Commission that a proceeding is in the public interest. Stipulated orders have the force of law when approved and signed by the District Court judge.

## **FTC: Fashion Nova failed to deliver the goods**

In normal times, there's nothing like finding the perfect outfit for a special event. But if you're like some Fashion Nova customers, excitement turned to disappointment when your merchandise shipped late with no option to cancel, or you got a store credit instead of the items you ordered.

By law, sellers have to notify customers about shipping delays and offer them the right to cancel with a full refund. Sellers also must give refunds when they don't ship merchandise – not just a gift card or store credit.

In a \$9.3 million settlement announced today, the FTC alleges Fashion Nova failed to properly notify customers and give them the chance to cancel their orders when the company failed to ship merchandise in a timely manner. The FTC says the company also illegally used gift cards to compensate consumers for unshipped merchandise instead of issuing refunds. The \$9.3 million will be used to compensate people who were harmed by getting gift cards from Fashion Nova instead of their money back.

If you're shopping online, here are a few things to consider:

# Shopping Online

Want to get a great product at a great price when you shop online? Some extra research can really pay off.

## PLAN

### Set a Budget

How much do you want to spend? Include delivery costs.



### Decide What Matters

What are your "must-have" features vs. those that are nice to have?



## RESEARCH

### Use Search Engines

To find out more about a brand, product, or company, use search engines.

### Read Reviews Online

Reviews from other people can help you decide if a product is worth the risk.

### Consider Reputation

Does the company have a good reputation? Look for customer service ratings.



## CHECK OUT

### Check Shopping

Check the terms of the deal, like refund policies and delivery dates.

### Consider

Consider the shipping costs or restocking fees, and when you will get your order.

### Read Return

Read the return policy to see if you can return the item for a full refund if you're not satisfied.

## CHECK OUT

### Decide How To Pay

When you shop online, credit cards can offer extra protections.

### Look for a Secure Checkout

Does the website address start with https (the "s" stands for secure) when you're checking out?

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Learn more at [consumer.ftc.gov/articles/0020-shopping-online](https://consumer.ftc.gov/articles/0020-shopping-online)



- Use search engines. If you think you've found a good deal, but aren't familiar with the product or the company selling it, dig a little deeper. Type the name of the company or product into your favorite search engine with terms like "review," "complaint," or "scam." If you find bad reviews, you'll have to decide if the offer is worth the risk.
- Check out the terms of the deal, like refund policies and delivery dates. Can you return the item for a full refund if you're not satisfied? If you return it, who pays the shipping costs or restocking fees, and when you will get your order?
- Pay by credit card. Your transaction will be protected by the Fair Credit Billing Act. The law lets you dispute charges under certain situations, and temporarily withhold payment while your credit card company investigates them.

If you have problems with a purchase, try to work them out directly with the seller. If that doesn't work, report it to the FTC at [ftc.gov/complaint](https://ftc.gov/complaint).

