

# A Global Fashion Brand's Shift from Takedowns to Seller Enforcement



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## Company Overview

Client: Fashion

This lifestyle company had become a recognizable name in fashion culture, with a brand presence spanning **over 50 years** and strong visibility across both online and offline channels. However, with that visibility came risk.

As the brand expanded digitally, it became a prime target for counterfeiters, with unauthorized products appearing across marketplaces in Europe, Asia, and the U.S.

## Starting Point

Before partnering with Axencis, the brand had worked with a third-party enforcement provider and relied on automated monitoring tools. But the results didn't hold.

Listings were flagged based on fundamental keyword triggers, resulting in frequent false positives and incomplete data. Our client's internal team spent hours reviewing alerts, many of which were irrelevant or duplicated, while the real offenders stayed active or reappeared under new names.

# Solution

We've seen this pattern with many of our clients. Most come to us after realizing that while automation helps you monitor, it rarely enables you to resolve. And we knew that we could change the situation by shifting the focus from listings to sellers.

01 Over 15,500 sellers were identified and analyzed. Each was reviewed for connection to active or repeat infringement. This allowed us to identify patterns and networks, not just isolated instances of violations.

02 Our team coordinated the removal of over 4,600 infringing listings across key platforms. In parallel, we utilized evidence to initiate legal actions and financial recovery processes, resulting in the recovery of over \$2 million.

# Results

Here are the results after we implemented the enforcement strategy.

\$2M+ revenue recovered

15,500+ sellers identified and investigated

4600+ listings removed

# Why This Worked (and What Other Brands Can Learn)

This brand discovered entire networks of sellers operating under the radar, not because they weren't looking, but because they didn't have the correct view.

[Risk Report](#) reveals what your current tools don't: who's selling your brand, where, and how to protect your brand from counterfeit listings.