

# THE SIGNS OF APOCALYPSE OR FAKE DESIGNER CLOTHING



Rapid globalization and easy access to places and things from all over the globe have also increased the importance of trade, brand names and trademarks especially when for every genuine good sold out there is a counterfeit already available. The black market is flooded with fake goods with a slightly distorted brand name, just to avoid cases of infringement. Today the production of fake goods has increased so much that a day is enough to come up with the fake version of the original goods!



The fake ones are abundant to feed the hungry crowd who can't spend much but still wants to look good. Another reason for this increase in fake goods is because this generation is becoming more and more impatient due to the availability of everything right under their nose.

Now it's all about looking good and clicking pictures so that we can update our "statuses" on various social media platforms with "#OOTD" hence spending their hard-earned money on products with low quality.



## Follow measures not to be fooled for fake:

- Check the background that just popped up two weeks back right across the street. That display window can make you drool, but you need to be careful about that money. Spending something on the fake is foolish.
- Most retailers are selling counterfeit designer clothes by providing prices that are somewhat more accessible when compared to original brands, so the buyers can afford them, and subsequently lead to more sales. The best way to say whether a product is counterfeit or not is looking at the original price provided by the manufacturer. Sometimes the item description is too vague and casual.



# Lasersec Technologies brings out a checklist of Warning Signs of Fake Designer Clothing & Accessories

## 1. CUSTOMER REVIEWS & FEEDBACK

Always look for customer reviews and if they sport all positive reviews then chances are that those are being spammed by bots and you mustn't buy that product.



## 2. WHEN THE PRICE IS TOO UNREAL

They will sell these products at ridiculous rates but that should give you enough reasons to not buy that stuff.





### 3. A NEW SELLER IN THE MARKET

Never go for new sellers on third-party e-commerce sites because chances are that they might sell duped products.

### 4. NO DETAILED DESCRIPTION

Branded products usually sport a product description but for duped products, it is highly unlikely to get a product detail.

### 5. THE QUALITY CAN BE SEEN THROUGH THE IMAGES

The lack of a physical presence in the virtual media might trick the consumers into believing things that are not even true and this is one of many factors for the growth of the counterfeit industry.



## 6. USED VS. NEW

If you are looking for a budget cloth, then it is always preferable to buy second-hand clothing rather than buying counterfeits which won't even last a month.



## 7. FALSE PHOTOS

False advertisements or using photos of these branded products are often being shown by these counterfeiters to allure in customers.



## 8. LOCATION

Always try to buy the branded clothes from your nearby brand outlets or even from the authorized sellers and try not to buy the same from some shady places.



## 9. PAYMENT MODE AND DELIVERY CHARGES

Always opt for cash on delivery or from sites which have 256-bit encryption otherwise there are chances where these fake products can leech off from you even after paying.



## 10. LOGOS AND TAGS

It is very hard to find the duped products since the logo or tags used are very similar to the original products. It is way easier to spot these differences while buying in retail stores. Usually, these logos have smartly placed spellings and often it so happens is that in online shops, these products are being sold without the seller knowing its illicit origins. A proper scrutiny team must be appointed to solve this issue at once.





It is always advisable that the customers go and buy the branded products from legitimate brand outlets or authorized dealers to avoid getting duped. Also, it is as important for brand outlets or authorized dealers to educate customers about fake vs real fashion clothes.

Plus, it is must for apparel manufacturers to use holographic solutions or anti-counterfeit products to have easy access to a customer not being duped. If you are apparel manufacturer and looking for solutions, visit us <http://lasersec.in/apparel.html>



# About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.