



HOW MANY FLAWS IN A FAKE?

Ask: Do any of these flaws apply to the item in question?
If it's not one thing, it's another.



1. Crooked embroidery & stitching
2. Embroidered letters are connected
3. Untrimmed paper backing on underside of embroidery
4. Broken zippers
5. Loose threads and stitching
6. Zippers don't move smoothly
7. Designer purse label is sticker or clip
8. Seams pull apart
9. Got it from a guy
10. Bought online
11. Bought from a wholesaler
12. Too many for sale
13. Misspellings on packaging or tags
14. Grammatical errors on packaging or tags
15. Distorted logo
16. Price is too cheap
17. Item breaks or tears easily
18. Clear cello bag packaging with no labels
19. Pattern is uneven
20. Sizing is wrong
21. Newly released product
22. Blurry images on packaging
23. Wrong color
24. UPC scans to wrong product
25. Missing UPC code
26. Scans to nothing
27. "Leather" purse is not leather
28. Flimsy hardware
29. No brand info sewn, molded, or printed on item
30. Box/packaging design is confusingly similar to original item
31. Pattern/design is confusingly similar to original item
32. Packaging has no brand information
33. Commonly counterfeited item
34. Commonly counterfeited brand
35. Trending item
36. Hard to find item
37. Rare item
38. Unreleased item (e.g. movie)
39. Handwritten music labels
40. News indicates seizures/arrests/lawsuits
41. Authentic version of product doesn't exist
42. Non-existent collaboration (e.g.
43. Side by side comparison with authentic product shows disparity
44. Missing tags
45. Uses altered parts of licensed or designer logo
46. Will not confidentially show receipts to manager
47. Vendor becomes defensive when questioned
48. Will not discuss authenticity characteristics of item with staff
49. Does not show knowledge about product's authenticity
50. Admits to it being fake