

Name \_\_\_\_\_

## Counterfeiting in the Fashion Industry: A Sneaky Threat

### Short Answer Key

1. The allure of counterfeit fashion products often lures consumers with the promise of getting high-end items at a fraction of the usual cost.
2. Counterfeit fashion items damage the reputation of legitimate brands when consumers have negative experiences with low-quality fake products and associate the negativity with the real brand.
3. Safety risks associated with counterfeit products include harmful ingredients in cosmetics and clothing that may not meet safety standards.
4. Counterfeit fashion items are typically created through imitation, using low-cost production methods, and distributed through unauthorized channels.
5. Counterfeit goods typically use channels such as street vendors, flea markets, or shady websites for distribution.

