

Retailers

Pandora and Amazon target global counterfeit jewellery network

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 Cynera Rodricks  • 1 week ago  1 minute read



Pandora and Amazon have helped Chinese authorities dismantle a major counterfeit jewellery network following a joint investigation into the sale of fake Pandora items across Europe.

The probe, launched in 2020 by Pandora's intellectual property and brand protection team after a series of customs seizures, linked the activity to two sellers operating from China.

Amazon's counterfeit crimes unit joined the investigation and assisted in gathering evidence.

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The collaboration led to a criminal raid in China, resulting in the seizure of thousands of counterfeit items.

In March 2025, a court in Shanghai convicted the individuals involved, sentencing them to a combined five years in prison and imposing significant fines.

Pandora stated that it is contending with a growing challenge from criminal counterfeiters, investing heavily in efforts to protect its brand.

In 2024, the company helped remove half a million online listings promoting fake products, up 215% on the previous year due to the use of artificial intelligence detection tools.

The firm also supported the seizure of about 100,000 counterfeit items globally last year.

Pandora, which does not sell its jewellery through Amazon, operates over 2,700 stores worldwide and sells directly through its official website.

Counterfeit and pirated goods account for 2.3% of global trade, according to the Organisation for Economic Co-operation and Development (OECD), with fake imports worth up to DKK 887 billion annually across the European Union.

Peter Ring, senior vice president and general counsel at Pandora, said: "This successful collaboration with Amazon shows how impactful joint efforts can be in stopping counterfeiting operations. By combining our global brand protection expertise with Amazon's investigative capabilities, we supported local law enforcement in dismantling a sophisticated criminal network."

Kebharu Smith, director of Amazon's counterfeit crimes unit, added: "By partnering closely with brands like Pandora and law enforcement agencies

worldwide, we're stopping counterfeiters and holding them accountable in courts around the globe."

#Pandora

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