



FEDERAL TRADE COMMISSION

Conference on
Cashmere Labeling

Panel 2: The Cashmere Market

- ❖ Boris Shlomm, President
Amicale Industries

- ❖ Jim Coleman, President
Forte Cashmere Company

Moderated by: Joni Lupovitz
Assistant Director for Enforcement
FTC Bureau of Consumer Protection

Panel 2: Topics

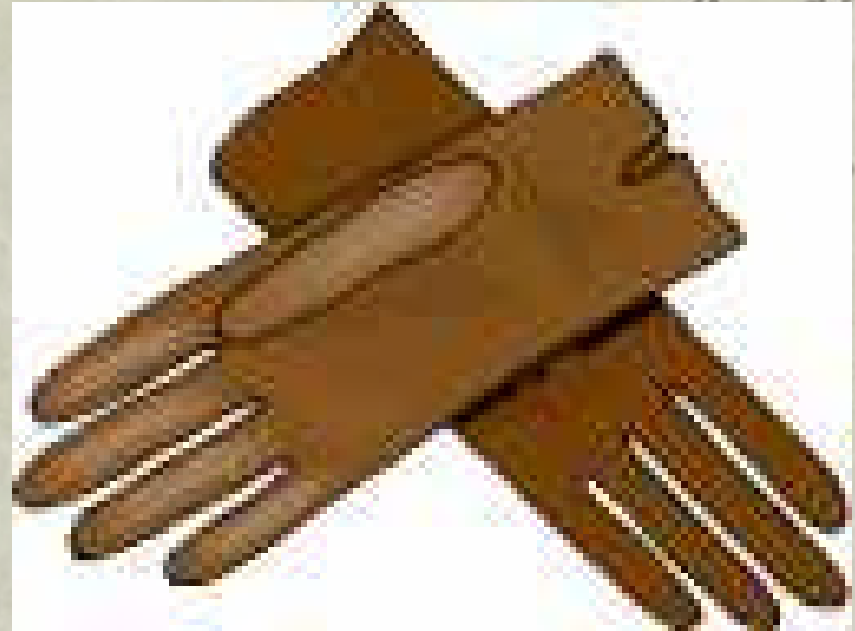
- ❖ Examples of mislabeling
- ❖ The cashmere market –
“goat-to-garment”
- ❖ Why, when & where mislabeling occurs
- ❖ What to watch for

FTC Receives Complaints From:

- ❖ Competitors
- ❖ Reporters
- ❖ Cashmere & Camel Hair
Manufacturers Institute (CCMI)

Example 1

- ❖ Gloves (or lining) labeled:
“All cashmere”
- ❖ Oops! Didn't mention that gloves contain 10% wool.



Example 2

- ❖ Sweater labeled:
“70% cashmere,
30% silk”
- ❖ Oops! Tests show
sweater is 50%
cashmere, 50% silk.



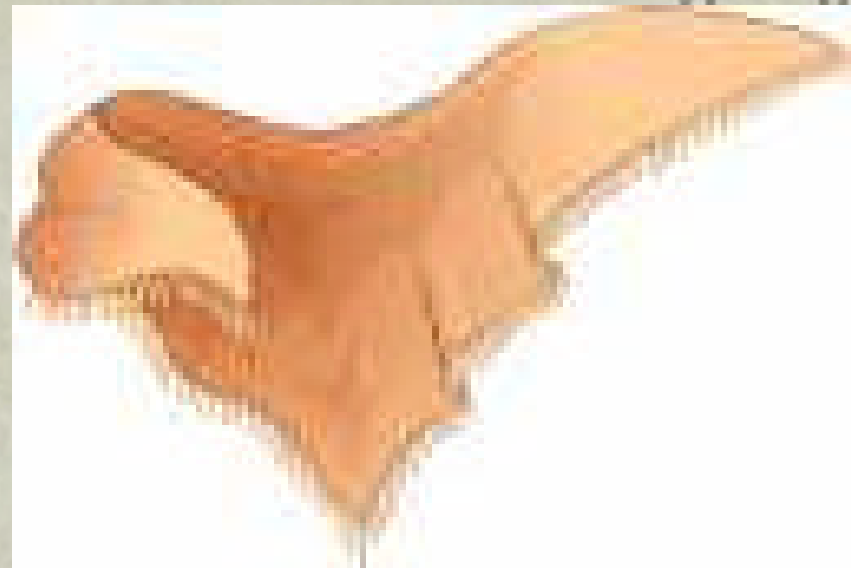
Example 3

- ❖ Blazer labeled:
“80% wool,
20% cashmere”
- ❖ Oops! Blazer doesn't
contain *any* cashmere.



Example 4

- ❖ Scarf labeled:
“100% *Pashmina*”
- ❖ Oops! Scarf should be labeled with fibers recognized by the Wool Act (cashmere, wool, silk, *etc.*).



Example 5

- ❖ Sweater labeled:
“60% cashmere,
40% wool ”
- ❖ Oops! Manufacturer’s
invoice states the
garment is 60% wool,
40% cashmere.

