



Alameda County District Attorney Settles Civil Lawsuit Against Yeezy Apparel Companies

OAKLAND, CA -- Alameda County District Attorney Nancy E. O'Malley announced today that her office, together with three other district attorneys in the state, settled a consumer protection lawsuit against Yeezy Apparel LLC and Yeezy LLC, California companies engaged in the online sales of sneakers and clothing. The complaint alleges that the companies engaged in unlawful business practices by failing to ship items to customers in a timely manner.

"No one wants to wait a long time for their online order to arrive. The law requires sellers to deliver consumer products within a reasonable period of time, which is, by default, no more than 30 days, or take additional steps to keep the customer informed and make him or her whole," District Attorney O'Malley said. "When companies fail to follow the law, my office will take steps to ensure they do."

California law requires that, in the absence of a conspicuous disclosure, orders placed over the internet must be shipped within 30 days. If not, the company must take additional steps, such as sending a "delay notice" which informs the consumer of the expected length of delay and offers the opportunity for a refund.

The action was filed in the Los Angeles County Superior Court. The Orange County-based companies, which are affiliated with the entertainer known as Ye (formerly Kanye West), were ordered to pay a total of \$950,000 in civil penalties, indirect restitution, and investigative costs.

Under the settlement, the defendants are prohibited from making untrue or misleading statements about the time it takes to ship products and from violating the laws relating to the shipping delays, among other things. They are also required to refund money to consumers who, in the future, purchase products that are not shipped in a timely fashion.

The companies cooperated in the investigation and did not admit wrongdoing.

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Contact: Public Information Officer Angela Ruggiero // Angela.Ruggiero@acgov.org // (510) 272-6245