

Luxemerken mogen verkoop via Amazon verbieden

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Producers of luxury goods may prohibit their resellers from selling their products on platforms such as Amazon and eBay. This has been decided by the European Court of Justice in a case brought by the German Coty.

Cosmetic brand Coty sued the German retailer Akzente for the court, because it sells its products via Amazon. This is seen as a breach of the 'luxury image' of the goods. The court ruled that Coty may prohibit the sale, because 'a system of selective distribution for luxury goods that has as its primary purpose the maintenance of the luxury image of the goods is not in conflict with the prohibition of cartels'.

The ruling marks a new twist in a long-running discussion. So the German competition authority earlier in a case that resellers of Asics and Adidas themselves could decide where to sell the goods. Advocate General Martijn van der Hel expects that these brands will block sales via Amazon now. Of that it is still uncertain, given the European ruling specifically concerns luxury goods.