

# Fashion chain Michael Kors shuts down fake Santiago boutique

---

Tuesday, 2 September 2014 (*Yesterday*) by Thomas Muskett-Ford

**Chile's Alessandri has helped Michael Kors prosecute two Chilean businessmen for trademark piracy, after the New York luxury fashion chain discovered a fake outlet selling copies of its products while researching a move into the country.**

---

The Third Santiago Criminal Court found the two owners of the store guilty on 11 August and fined them each US\$18,000. The court also ordered the pair to pay yet to-be-determined legal fees, and civil compensation expenses for trademark infringement and illegal profits made at the store.

Pablo Abumohor and Marisol Asfura outfitted their store in Santiago's downtown Patronato neighbourhood to resemble a Michael Kors boutique and stocked it with counterfeit clothing from east Asia worth over US\$400,000. They are thought to have sought counsel from Aguayo, Ecclefield & Martínez Abogados and Inverfaz Estudio Jurídico for the case, but neither firm could be reached prior to publication.

Chile's investigative police unit (PDI) raided the store in 2013, but despite uncovering over 1,500 fake garments and accessories, a Court of First Instance ruled that only civil remedies could be handed down. An appeals court overturned the May ruling, finding the initial ruling faulty and charging Abumohor and Asfura with piracy.

Michael Kors first uncovered the fake store when researching Chile as a potential new market, according to local media.

## Counsel to Michael Kors

Alessandri

Partner Rodrigo Velasco Alessandri, trademark director Marcos Morales and associates Carla Pacheco and Marcelo Borbarán

---

## Comments

*There are currently no comments.*

---