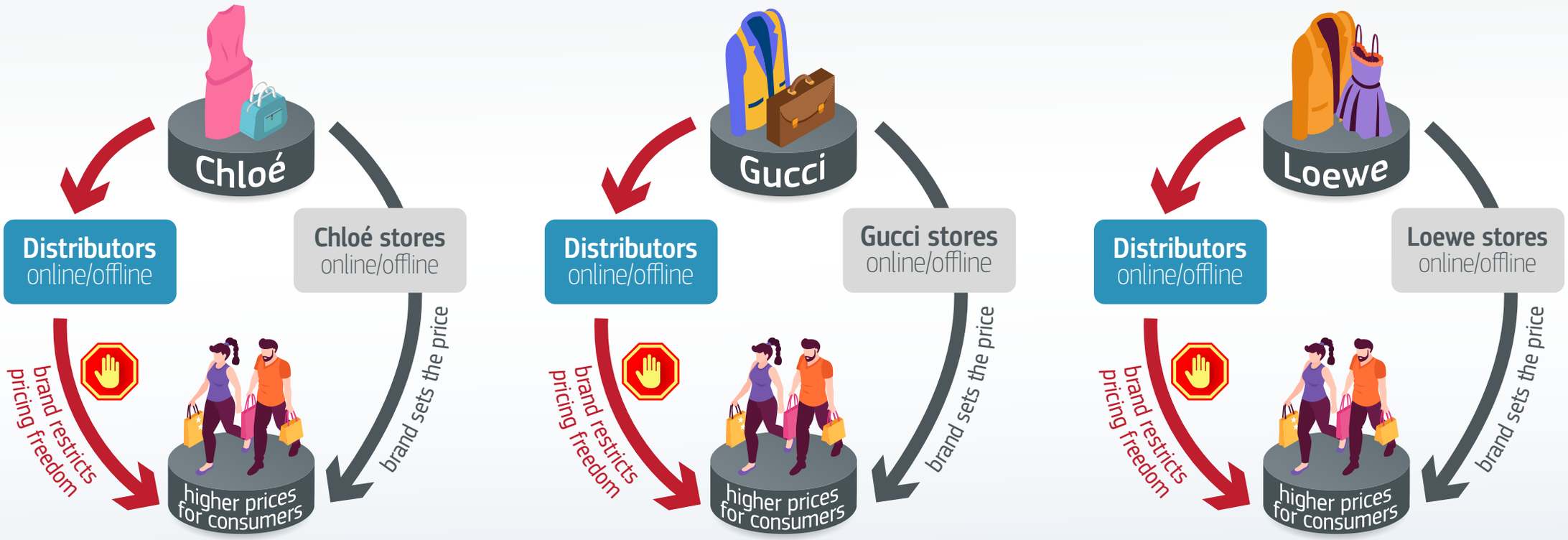
European Commission

Clean, Just and Competitive Transition

Commission fines Chloé, Gucci and Loewe for resale price maintenance (RPM) practices

Chloé, Gucci and Loewe restricted the commercial freedom of their distributors → **This reduced competition between distributors and the brands' own stores**



The three companies acknowledged the infringement. Their cooperation resolved the cases quicker and reduced their fines