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## **Beware: Counterfeit Fashion Rodeo Drive Resale's Fashion Plate, Raya Premji, Offers Tips for How to Remain Real in a World of Fakes**

**Sherman Oaks, CA** (July 13, 2006) – Knockoff designer goods are readily available on the street in such areas such as Los Angeles' Santee Street and New York's Canal Street. The internet is full of online auctions and cyber-sellers offering "Inspired by" copies and outright fakes. The old method of spotting fakes was simple: flimsy hardware, cheap leather and misspelled logos were dead giveaways. Now, with high price tags and spot – on details, sometimes you simply can't tell the difference. So how do you know what's real and what's not?

Raya Premji, fashion expert and owner of **Rodeo Drive Resale**, has insider tips to help you remain real with fashion.

**What are the top designers and fashion items being replicated?** Out on the street you spot a sea of fake handbags, sunglasses and jewelry in most major cities. The most coveted copies are top designers Louis Vuitton, Gucci, Chanel and Hermes.

**What makes these fakes false?** Quality is one of the reasons a designer bag is so expensive. Designers use high quality materials to make the bags. If it looks cheap, it probably is cheap.

**How to spot a fake in the grass?** First way to know if it is real is where it came from. Chances are if you bought it off the street, at an online auction site like eBay®, your best friend's cousin got a great deal in Italy or you spotted one in that "cute little boutique" it's a fake. If you want to ensure you're getting the real deal, buy it from a reputable seller like Neiman Marcus, Saks or a store like Rodeo Drive Resale, which guarantees authenticity.

**Raya's reply on replicas.** Fake designer goods are a major problem in the high-end designer industry. Not only are fakes made from inferior quality materials and sold as genuine, they also cause confusion to unsuspecting buyers which, over time, damages the reputation of a design house. The availability of replicas may also deter clients from investing in an original. I have had many wealthy clients who used to buy Louis Vuitton or Hermes bags based on the item's status symbol. However, with the recent increase in fakes, every girl in town seems to be carry replicas of these designers. Woman who used to invest thousands in designer bags no longer feel that these items have the cache they once did. They have lost their special uniqueness. The worst part of all is that counterfeit bags often fund illegal underground activity such as drug trafficking and even terrorist activity.

### **About Raya Premji:**

Raya Premji is a fashion entrepreneur and co-owner of Rodeo Drive Resale, a high-end consignment boutique located on trendy Ventura Boulevard in upscale Sherman Oaks, California. Her attention to detail and appropriate attitude have not only kept Raya well ahead of the resale pack, but have firmly placed her on the retail cutting edge. Raya loved resale shopping but hated how most stores only sold old fashioned, dated clothing. It was very difficult for her to find current pieces that looked young and trendy. She wanted to open a store that carried the absolute 'best of the best' and Rodeo Drive Resale was born.

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