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# HOW TO SPOT REPLICAS AND COUNTERFEIT ITEMS ONLINE

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## How to Spot Replica and counterfeit Items

### When buying online

Briefly in this post, I will be showing you how they sell replica items online without getting caught. It means that buyers won't simply know that they've bought counterfeit items till trade has been concluded.



Can you spot between the fake and original?

The internet is offering a wide variety of possibilities for new businesses. It's connectivity, speed, and confidentiality enables its users to present anything to anyone at any given time. Coincidentally, various replica items are also sold to buyers; such as shoes, clothes, bags, electronic products, as well as fake medications.

Most times, the practice of selling replica items over the internet is seen as a big business with huge returns. It's the usual internet scam.

Apparently, depending on the replica item that is sold online, there are different sets of policies, governing bodies, as well as penalties that negates this illegal practice in many countries of the world. While this is in place, sellers in China are still thriving in the business of selling replicas.

For example, it is revealed that most Chinese sellers are being smart in the sense that they do not sell openly anymore. Any buyer who needs a replica item would visit these sellers in their home rather than going to an open shop.

Additionally, lots of sellers globally are still maneuvering their way into the online space to sell thousands of replica products from popular brands. Most buyers are not really aware of this practice, as they always fall victim to the products which look very original. Due to the high-profit rate involved in this type of business, product sellers are increasingly getting involved.

To get detailed information about how this works, here are strategies as it applies to the following e-commerce websites:

## **Methods of Selling Replica Items to People**

### **There are 2 methods of selling replica items to people.**

#### **Online Sale and Offline Sale.**

Now I am talking about avoiding online scams so I won't go into buying replica products offline, plus if you do buy a replica product offline you can just report the store to the police.

Before I go further I should explain the difference between replicas and counterfeits. While a counterfeit is still a replica, counterfeits are, made to look exactly like the original down to copying the brand logo and name without altering it a bit and are usually not as strong as the original, while replicas are usually sanctioned by the brand to copy the design but alter the brand name a little and are usually as strong or in some cases stronger than the original. Example of replicas are A shoe with Nike design but on the shoe the brand name will look like NIKF and the good tick logo of Nike will be haggard or cut short to indicate that this isn't a Nike product.



### **A man making replicas to sell**

## **Online Sales**

Basically speaking, this is the best way to sell replicas and counterfeit items without getting caught.

Nobody knows the seller and nobody also cares about the seller as long as they successfully deliver the items to their buyers after they've paid. They don't need a physical store to start selling their goods to interested customers.

No one can report them to the police once they've discovered that they've been sold a replica item. They can easily set up their store on Shopify or use social media as a tool to start selling replica items.

## **Where most replica and counterfeit products are sold**

### **EBay**



### **Replica shoes being sold on eBay**

Most times, shoes are sold on eBay through their sponsored links and this has been happening for a long time. Though it's against their policy, these sellers claim that these items are just replicas; and this is one of the success secrets. In fact, it is said that eBay allows people to sell official replicas and not counterfeit items. These official replicas really look the same as the original product but are only cheaper. They are actually licensed by the manufacturer.

Knowing how to sell replica items has been helping lots of online sellers. It is even a lot easier on eBay because these replicas are designed to look just like the original item but without the original brand name. With this, these replicas are considered legal and not counterfeit.

## **Instagram**

Several types of research reveal that Instagram is a hotbed for the selling of counterfeit items, especially fashion. This ranges from replicas of Gucci accessories, Louis Vuitton, Nike, Chanel bags, Fendi, and Adidas wears. Since duping people on Instagram is one of the local online scams, then there isn't anything new to doing it already.

The number of accounts involved in this activity is said to be on the tremendous increase by the day, mainly because there have not been adequate sanctions meted against them plus the high returns it generates to Instagram.

Another sure way this type of business thrives on Instagram is that its users do take advantage of algorithms by acknowledging brand names in hashtags. This means that followers of a particular brand can search for an item through hashtags, thereby stumbling into some replicas, as these items are present in the same feed with original products.

Due to the liberality of Instagram in clamping down counterfeiters, tens of thousands of replica items are now being seamlessly sold to buyers who are in dire need of luxury items but wouldn't want to pay much.

Another way to succeed in selling replica items on Instagram is by displaying those items on Instagram's Story feature. The benefit of this is that the content gets to disappear in 24 hours and the seller gets away freely.

## **Alibaba**

Normally, sellers of replica items are always elusive for fear of being caught. These big brands who are affected by this circumstance are always on the prowl, seeking to nab and prosecute these offenders that sell counterfeit,

but the truth is that replicated items are sometimes better in quality than the original products.

The way replicas are being sold on the Alibaba platform is that most Chinese sellers are developing their knowledge base in producing items similar to products from high-end brands and they sell at a very cheap price on the platform.

Obviously, most e-commerce platforms are not being too stringent in their fight against selling replicas, as they claim. Of course, one of the biggest reasons for this liberality is the win-win results it offers to these online sales platforms.

## **Aliexpress**

As long as the prices are favorable, People make so many sales when they sell replica items on Aliexpress. Several times I have bought replica items on Aliexpress that seemed good till I used it and it got spoilt within a few months.

The only challenge they face is the challenge of negative reviews, which can be easily combated by opening new accounts once the old account is done.

Unarguably, there is a huge market for selling replicas, as part of its successes rests on a seller living in one of the countries where they can easily get away with it.

## **Amazon**

Just like other e-commerce platforms, Amazon is one fertile ground for sellers of replica items. One way this is successful is that these sellers use the platform to gain more visibility or to get in touch with a larger audience.

To successfully sell replicas of high- end brands on this platform, a typical seller can adopt a strategy like; cooperating with Amazon to direct a third-party seller to deliver the item to the buyer. Most times, this process does not



involve confirming the authenticity of the said item mainly because it is coming from Amazon.

Another strategy is to run several accounts for just short periods of time and being smart in using odd names. Also, successful sellers use price as a weapon to push sales. Most buyers are attracted to a low price without considering if the item is counterfeit or a replica of their preferred brand. But Amazon is a brand of its own so though people sell replicas and refurbished items on there, there's hardly sale of counterfeit on amazon.

### **How to Spot and Avoid counterfeit Items**

First and foremost is to avoid really cheap products online, I assure you that 85% of products online that are way cheaper than the original price of the product are replicas.

If you intend to buy a replica item then it is fine to go ahead and purchase the really cheap products but keep in mind that replicas and counterfeits are 2 different things but very similar. While most replicas are obvious replicas and are sanctioned by the company that owns the design and are made to be very strong and sometimes even stronger than the original, counterfeits are never strong neither are they sanctioned by the original company and identifying a replica from a counterfeit is practically impossible.

Buying a replica isn't a problem as most replica sellers will indicate that this product is a replica, buying a counterfeit on the other hand is a problem as they will never last, and they will never indicate that the product is counterfeit.

Luckily counterfeits hardly disguise to be replicas, they go ahead and pretend to be original and sell at a ridiculously low price, and sometimes a reasonable price range.

To spot a counterfeit item online, first thing to do if it's on an online store:

1. Open the search box and type in the product you want specifically.

When the page with all the available products open, look at the store that is selling and make sure that the store belongs to the brand you intend to buy from (never open a product because of the price).

2. Always look at reviews of other buyers before you go ahead to buy a product. If the reviews are good you can tell that it is a good product. Some products do not have reviews and that happens for 2 reasons, it's either the seller is a new seller or a seller of a counterfeit product has opened a new account because his old one has been spammed with bad reviews. Either ways always avoid products without reviews.

3. When you search for a product by brand, you will always see several sellers of a particular product with prices hovering around a particular amount i.e out of 10 seller, 7 to 8 sellers would be selling within the range of \$50 to \$55 while the other 3 or 2 would be selling at \$25 to 30\$ of the same product. That is because those products are counterfeit products and now replicas.

### Conclusion

With these few points I hope you will be able to spot a replica and a counterfeit before going ahead to make a purchase online.

Ultimately I always advice people to trust their guts instead of their eyes....the guts never lie, when you see a deal that excites you, take a deep breath and follow these steps and while you're at it I promise you you'll start to feel skeptical about a bad deal and I promise you will have avoided wasting

your money and getting scammed 98% of the time....the other 2%....well I guess you would just have loosed out on a really good deal...but o well!