



SUCCESS STORY

Company: **la Vie en Rose**
Head offices: **Montreal, Canada**
Products: **Lingerie, sleepwear and swimwear collections**
Website: **lavieenrose.com**



La Vie en Rose safeguards customer trust and digital integrity with brandshield's innovative and trusted brand protection solutions

Founded in 1985, la Vie en Rose has made a name for itself as the leading Canadian lingerie, sleepwear and swimwear retailer with over 4,600 employees. With more than 287 stores across Canada, their ultimate goal is for women to feel beautiful and comfortable in their lingerie, sleepwear and swimwear collections and to provide outstanding customer service. Moreover, in 2004, la Vie en Rose entered the international market and today their brand is present in 19 countries.

THE CHALLENGE

La Vie en Rose faced a growing wave of online fraud, with cybercriminals increasingly targeting the brand through scam websites and fake advertisements. These malicious actors impersonated la Vie en Rose by using its name, logo, and product imagery to create highly convincing counterfeit sites and ads. This deception misled customers into believing they were engaging with the authentic brand.

Victims of these scams often placed orders and shared payment information, only to receive nothing in return. This not only caused direct financial harm to customers but also severely damaged la Vie en Rose's brand reputation. As a result, the company experienced a decline in online engagement and a rise in customer complaints.

The impact extended beyond reputation—these fraudulent activities disrupted business operations, diverted sales, and eroded customer trust on a significant scale.

Scam websites and fake ads quickly became a top enforcement priority in their brand protection strategy, as the threats were no longer isolated incidents, they were multiplying rapidly and inflicting real damage.

The surge in fake domains and coordinated social media campaigns mimicking la Vie en Rose's identity overwhelmed internal resources. Multiple scam websites were going live simultaneously, sophisticated enough to deceive even loyal customers. The speed and scale of these attacks made it clear that expert support was essential.

Recognizing that passive monitoring was no longer sufficient, la Vie en Rose understood that without proactive detection and swift takedown capabilities, these threats would continue to spread, further undermining revenue and customer confidence.

Enforcing against these threats became a core strategic initiative to preserve a safe and trustworthy customer experience, their digital integrity, and ensure long-term brand strength.

HIGHLIGHTS

A surge of scam websites and fake ads impersonating the brand, misleading customers and causing financial losses

Rapid multiplication of fraudulent domains and coordinated social media campaigns overwhelmed internal monitoring capabilities

Preserving customer trust and digital integrity on a global level, while protecting customers from fraudulent activities



HIGHLIGHTS

Efficient AI-driven detection capabilities and management of global trademark infringements

Systematic mapping, detection accuracy and elimination of digital threats across different regions and platforms

Proactive brand protection strategy implementation that fully comply with our evolving business needs and complexities

THE SOLUTION

BrandShield distinguished itself by offering near real-time detection of counterfeit websites and fraudulent ads, coupled with thorough threat analysis and rapid takedown execution. Their comprehensive platform with next-level AI capabilities, provided both the visibility and the actionable tools la Vie en Rose needed.

Following the complex search for all targeted content and paid ads, BrandShield made key adjustments to their configuration, and utilized deep content analysis backed by AI and advanced image recognition technology.

As a result, BrandShield was able to identify all targeted content and successfully take down even the most prominent infringing sites.

With BrandShield's support and holistic approach, la Vie en Rose gained confidence that their brand was being actively monitored and protected, enabling faster, more strategic responses to emerging threats and safeguarding their digital integrity for the long term.

"Our enforcement manager is always fully engaged and dedicated, treating threats with the same urgency and commitment that we do. She is proactive, responsive, and deeply involved in every step of the takedown process, assuring us that nothing slips through the cracks. This level of support has been a huge asset to our ongoing operations and peace of mind. The entire BrandShield team is always highly responsive and thorough, ensuring that our specific challenges are addressed. "

With a solution scaled to their specific needs and a cross-company team of experts behind it all, BrandShield efficiently manages all global threats with rapid cross-regional detection and takedowns across different platforms.



THE RESULTS

Achieving a 100% removal rate for both fake ads on platforms like Instagram and Facebook, and for unauthorized listings on marketplaces has allowed la Vie en Rose to successfully maintain their clients' trust around the globe.

Enhanced visibility into the global threat landscape, more strategic enforcement, alongside significantly faster detection and takedown of phishing websites and malicious URLs, have reduced customer complaints related to fraud, improving overall confidence in the brand.

BrandShield has proven its high capabilities by delivering scalable, near real-time monitoring and enforcement across multiple regions, platforms and threat types. The team understood the specific business nuances and adjusted quickly, ensuring proactive protection at every level.

HIGHLIGHTS

100% takedown success rate and removal rate for fake ads on social media platforms and unauthorized listings on marketplaces

Improved overall customer trust in the brand, and regained control of online presence

Proactive global brand protection in place, specifically scaled to company needs



We've been extremely satisfied with BrandShield; not just because of the platform itself, but because of the incredible, dedicated team behind it. Their support has been consistently proactive, responsive, and deeply involved. It's clear they genuinely care about protecting our brand as much as we do, and that level of commitment makes all the difference."

Fallon Archambault | Director, E-Commerce and Digital Strategy