

Revolve Faces Class Action Over Influencer Posts

Gonzalo E. Mon

April 23, 2025

We recently posted about two lawsuits against [Celsius](#) and [Shein](#) alleging that the companies' influencer campaigns were deceptive because various influencers (who were also named in the suits) failed to clearly disclose that their posts were sponsored. The firms behind those two lawsuits have teamed up for a third one, this time against Revolve and three of its influencers: Cindy Mello, Tika Camaj, and Nienke Jansz.

The complaint alleges that a Florida woman purchased products online from Revolve in 2025 because the brand was endorsed by the three influencers. Allegedly, the influencers did not clearly disclose that they were working with Revolve. The woman claims that she wouldn't have purchased the product if she knew that the influencers were paid or that they didn't pay for the clothes they were wearing in the posts.

The complaint also alleges that the plaintiff and purported class members paid a premium for the Revolve products and that the "products proved to be of a lower value than the price paid. The difference in price can be attributed exclusively to the undisclosed endorsements." The plaintiff seeks monetary damages, restitution, injunctive and declaratory relief from each of the defendants.

The fact pattern and the complaint in this case is essentially the same as in the two other cases, but it's worth noting that the plaintiffs quoted from a Section of Revolve's 2023 annual report in which the company talked about its "relationships with thousands of social media influencers." In the report, the company acknowledged the following risks:

The failure by us, our employees, our network of social media influencers, our sponsors or third parties acting at our direction to abide by applicable laws and regulations in the use of social media platforms or otherwise, including intellectual property laws and tax reporting and compliance requirements, could subject us to regulatory investigations, class action lawsuits, liability, taxes, fines or other penalties and have a material adverse effect on our business, financial condition and operating results.

They were right about that. Companies that use influencers should be concerned about similar suits. Fortunately, unlike other areas where we've seen a flood of copy-and-paste lawsuits, lawsuits over influencer campaigns should be fairly easy to avoid with proper planning. This [article](#) provides some steps companies can take to reduce their risk of similar lawsuits.