



## Bloomberg Law: Ariana Grande Sues Forever 21 for Allegedly Using Likeness

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Ariana Grande filed a lawsuit in the Central District of California, claiming Forever 21 employed a model who copied the singer's look in its marketing campaign. Forever 21 distributed "at least 30 unauthorized images and videos" utilizing Grande's name, personality, appearance, and music to "create the false perception of her endorsement," the lawsuit stated.

Grande claims she decided not to work with Forever 21 "due to Forever 21's unwillingness to pay the fair market value for a celebrity of Ms. Grande's stature." The lawsuit claims, "the market value for even a single Instagram post by Ms. Grande is well into the six figures, and she commands in the mid-seven figures to over eight figures for longer-term endorsement deals."

Ariana Grande is represented by O'Melveny.

To read the full article, click [here](#).