



Los Angeles Times: Ariana Grande Sues Forever 21 Over Failed Deal and Lookalike Model

September 3, 2019

RELATED PROFESSIONALS

Daniel M. Petrocelli

Century City

D: +1-310-246-6850

Ariana Grande filed a US\$10 million lawsuit against Forever 21 for using her copyrighted material and a lookalike model in their social media campaign.

RELATED PRACTICES

Litigation

Grande declined an endorsement deal with the fashion retailer earlier this year after the company refused to “pay the fair market value for a celebrity of Ms. Grande’s stature,” according to the complaint. “Fearing irrelevance in a rapidly evolving market with increasing competition from other fast fashion brands, rather than pay Ms. Grande, Forever 21 and Riley Rose, the beauty company started by the daughters of Forever 21’s founders, instead stole her name, likeness, and other intellectual property to promote their brand for free.”

RELATED INDUSTRIES

Entertainment & Media

Grande is represented by O’Melveny partner Daniel Petrocelli.

Click [here](#) to read the full article.