



CLASS ACTION FILED AGAINST GAP (CANADA) INC. AND OLD NAVY (CANADA) INC. FOR SELLING THEIR PRODUCTS AT FALSE DISCOUNTS

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Slater Vecchio LLP has filed a class action lawsuit against Gap (Canada) Inc. and Old Navy (Canada) Inc. on behalf of Canadians who purchased products sold by these companies online at a represented ‘discount price’.

The lawsuit alleges that Gap (Canada) Inc. and Old Navy (Canada) Inc. sell their products online at false discounts by representing that their products are on sale at a ‘discount price’ when, in reality, the products are rarely, if ever, sold at the undiscounted ‘regular price’. Canadians who purchase Gap and Old Navy products online are therefore led to believe that the products they are purchasing are worth more than the actual value of these products.

“In order for consumers to make informed choices when shopping, it is essential that companies honestly and accurately represent the regular and discount prices of their products to consumers,” said Sam Jaworski, partner at Slater Vecchio LLP. “In today’s economy where many Canadians find themselves unable to afford the same products that they could afford a few years ago, it is even more important for companies such as Gap and Old Navy to be transparent with their consumers about the prices of their products.”

Slater Vecchio LLP seeks compensation for all Canadians who were subject to Gap (Canada) Inc. and Old Navy (Canada) Inc.’s pricing practices, as well as an injunction requiring these defendants to honestly and accurately represent when they are offering their products at a discount and when they are offering their products at the regular price.

None of the allegations contained in the lawsuit have been proven in court.

If you purchased products from Gap (Canada) Inc. or Old Navy (Canada) Inc. at a represented ‘discount price’, please fill out the form on [Slater Vecchio LLP’s website](#) to receive notifications on the status of the lawsuit.