

Is Green the New Black? Greenwashing and Consumer Protection in the Fashion Industry

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May 5, 2025

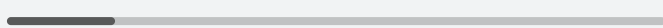
Managing Partner [Jeny Maier](#) and co-host Puja Patel welcome Baker McKenzie attorneys David Baay and Katia Boneva-Desmicht to the ABA Antitrust Section's podcast *Our Curious Amalgam* to discuss greenwashing, consumer protection, and the resulting increase in legal scrutiny in the fashion industry.

Listen to this episode for a discussion of civil litigation in this space and government enforcement efforts on both sides of the Atlantic, from the FTC's Green Guides review to the European Commission's Green Claims Directive.

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