

**Question for written answer E-000292/2026
to the Commission**
Rule 144
Dirk Gotink (PPE)

Subject: Misleading of consumers on Vinted

A recent investigation by a Dutch newspaper¹ revealed that much of the clothing offered for sale as second-hand designer clothing on the popular website Vinted is in fact counterfeit fast fashion originating from Chinese platforms such as Shein. The sellers are deceiving their buyers and bringing unwanted clothing onto the European market that is harmful to both people and the environment.

1. Is the Commission aware of practices whereby new fast fashion clothing items are sold on second-hand platforms as second-hand or vintage clothing, including by means of misleading descriptions, the removal of original labels and the use of AI-generated images, making them look like private sales?
2. Does the Commission agree that this constitutes a misleading commercial practice within the meaning of Directive 2005/29/EC on unfair commercial practices, are such practices permitted under current EU law and, if not, how does the Commission assess the role and responsibility of national supervisory authorities in enforcing this area of EU law in practice?
3. In order to prevent such situations from recurring, does the Commission consider it necessary to tighten the rules and enforcement measures regarding such platforms and to make them more accountable, given that the current situation illustrates that the law does not provide sufficient safeguards to prevent consumers from being misled in this way?

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¹ <https://www.nrc.nl/nieuws/2026/01/11/welkom-in-mijn-kledingkast-met-duizend-shein-producten-vinted-zit-dropshippers-weinig-in-de-weg-bij-fastfashionverkoop-a4916663>