Chiara Ferragni Pays €1.2 Million to Avoid Antitrust Fine: Here's Why

Chiara Ferragni has chosen to donate €1.2 million to charity instead of waiting for a likely fine from the Antitrust Authority over her collaboration with Giochi Preziosi for the sale of Easter eggs. This strategic decision is explained by lawyer Stefano Brustia to Fanpage.it. – *Chiara Ferragni Pays €1.2 Million to Avoid Antitrust Fine.*

The famous influencer came under scrutiny by the Italian Competition and Market Authority (formerly Antitrust) due to her commercial partnership with Giochi Preziosi during Easter 2022 and 2023. Instead of facing sanctions, Ferragni reached an agreement with the Authority: she will donate €1.2 million to the charity "I bambini delle fate" and take on certain commitments for her companies, thereby closing the case.



According to lawyer Stefano Brustia, co-head of the Collective Actions Department at A.L. Assistenza Legale, Ferragni's decision was driven by the reasonable expectation that the Antitrust proceedings would conclude with heavy financial penalties, similar to the previous Pink Christmas pandoro case. In that instance, Ferragni's associated companies were fined over €1 million, equivalent to the compensation received.

"In this way, Chiara Ferragni halts the proceedings against her and prevents further discussion," explains Brustia. By donating €1.2 million to charity, the influencer swiftly resolves the issue with the Antitrust Authority, avoiding potentially heavier fines and maintaining a positive public image.

This strategic move not only limits potential damages but also transforms a potentially negative situation into an act of corporate social responsibility. It's Ferragni's way of taking her "revenge" on the Antitrust Authority.