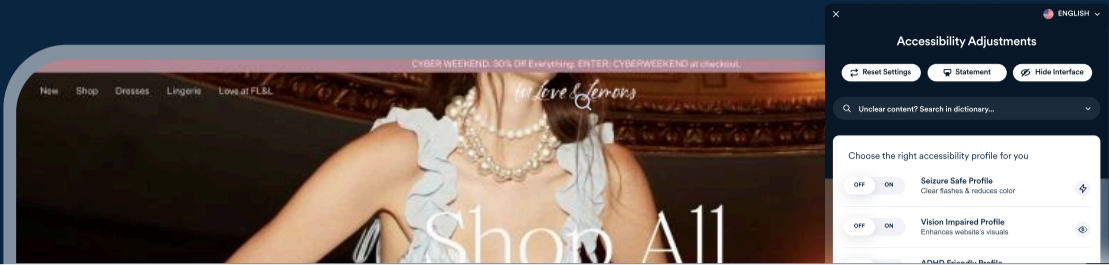


How a women’s fashion brand beat an unfounded accessibility lawsuit



Overview

For Love & Lemons (FL&L) is a chic women’s fashion and clothing brand based in the United States. As a company that recognizes the importance of creating an accessible online environment for all users, it has been a long-time accessiBe customer. Unfortunately, e-commerce sellers are under heavy scrutiny, with 84% of accessibility lawsuits directed at e-commerce websites.

In April 2023, FL&L was targeted by a serial accessibility plaintiff and faced a lawsuit in Federal Court in New York.

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We’ve been using accessiBe for a few years and haven’t had any issues with compliance until recently. We had just resigned our contract so it was fresh in my mind that litigation services were offered, so immediately after we received the ADA complaint, emailing the accessiBe team was my first step.

Katy Riley, Sr. Director, E-Commerce/Digital Strategy at FL&L

The Process

FL&L turned to accessiBe’s litigation support services and received comprehensive legal support, including:



Access to an expert
ADA lawyer



Robust compliance
documentation



Manual and automated
accessibility reviews



Meticulous website
audit

The Outcome

The case against FL&L was dismissed by the plaintiff within just five months. Notably, the company did not bear any settlement costs, and the law firm pursuing the suit promptly withdrew its complaint.



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We use accessiBe’s service because of their specialized knowledge and AI technology, and it was very apparent how much the team stands behind their product, and how accessiBe invested significant resources to support our effort. I have recommended accessiBe before this and now I feel like we have an even greater sense of ease moving forward.

Katy Riley, Sr. Director, E-Commerce/Digital Strategy at FL&L