# Consumer watchdog warns of fake Bonmarché closing down sale scams on social media



A consumer watchdog has raised alarms over a series of fraudulent advertisements circulating on social media, falsely asserting that women’s fashion retailer Bonmarché is conducting a closing down sale. According to an investigation by the consumer expert magazine Which?, these counterfeit ads are duping shoppers into purchasing clothing items that are never delivered, with the impostor websites linked to these ads operating under the guise of the well-known brand.

The bogus advertisements claim that Bonmarché is holding a “farewell sale” featuring significant discounts. However, Which? discovered seven such ads directing consumers to three deceptive websites purporting to be the official Bonmarché online store. These sites, rather than offering genuine products, have been linked to scams where customers’ payments are taken without any items being dispatched. Victims of these scams have shared accounts of their experiences, highlighting how they were misled into believing they were buying authentic Bonmarché products, only to find that the companies behind these sites are based overseas, including China.

In reality, Bonmarché has not publicly announced any widespread store closures for 2025. The only recent closure involved a single branch in Derbyshire, which ceased trading on 1 March. This contradicts the urgent tone of the fake adverts and underlines their inaccuracy.

Lisa Webb, a Consumer Law Expert at Which?, commented on the issue: "We've spotted several scam ads on Facebook falsely claiming that Bonmarché is shutting its shops. The posts link to fraudulent websites to shop a fake closing down sale." Which? has reported these advertisements to Meta, the parent company of Facebook, and confirmed that an investigation into the matter is underway.

Consumers encountering these or similar ads are urged to exercise caution and verify the authenticity of any online sale claims, especially those suggesting urgent store closures or significant discounts. The proliferation of such scams highlights the increasing need for vigilance when shopping through social media platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.instagram.com/bonmarche/p/DH6JpSHxDla/> - This Instagram post by Bonmarché confirms a recent incident involving fraudulent companies impersonating Bonmarché through fake Facebook ads, supporting the claim about scam advertisements using the Bonmarché brand.
* <https://www.gransnet.com/forums/scams_and_fraud/a1346826-Bonmarch-SCAM> - This forum post details a consumer's experience with a Bonmarché closing down sale scam on Facebook, corroborating the report of deceptive advertisements falsely claiming store closures.
* <https://caithness-business.co.uk/article/21657> - This trading standards report explains a consumer who clicked on a Facebook advert for Bonmarché's closing down sale and was directed to a scam website, matching the article's description of customers being duped by counterfeit sites.
* <https://www.instagram.com/bonmarche/p/C1ZZJ5lO15m/> - Another Instagram post by Bonmarché reminding followers about the fraudulent website impersonating the brand, further confirming the existence of scam ads and impostor websites.
* <https://www.which.co.uk/consumer-rights/advice/how-to-spot-a-fake-fraudulent-or-scam-website> - Which? provides official guidance on how to identify fraudulent or scam websites, aligning with the article's advice urging consumers to verify authenticity and exercise caution with suspicious online sales.