

## **Bullshitters say**

**We are committed to our customers  
and we never sought to deceive them  
in any way, nor would we ever.**

**Spokesperson for Lord & Taylor,  
the department store, which settled with  
the Federal Trade Commission for running an  
article in a fashion magazine about one of  
its clothing collections without indicating  
the article was a paid ad, and which also  
failed to require social media influencers  
to disclose they had been paid  
to post photos of themselves  
wearing the clothes**

**Quoted in Wall Street Journal, Dec. 29, 2016**