
● **Lacoste v. Shein: Paris pre-trial judge orders pan-European measures against the online platform**

In an order issued this summer, the pre-trial judge of the Paris Judicial Court ruled on the thorny issue of his pan-European jurisdiction and ordered provisional measures against the operators of the Shein platform, applicable throughout the European Union.

The Shein platform is operated by three companies. The first two are domiciled in Ireland: Infinite Styles Services, which operates the French version of the platform, and Infinite Styles Ecommerce, presented by the defendants as the seller of the products. The third, Roadget Business, is based in Singapore; it is the owner of the “Shein” trademarks and a shareholder in the two Irish companies.

On April 3, 2025, a preliminary injunction had already prohibited, in the same case, the sale of several products infringing on the Lacoste crocodile logo. However, the judge presiding over the preliminary injunction proceedings had declared himself without jurisdiction—in favor of the Irish courts—for measures targeting the European Union outside of France.

In the main proceedings, Lacoste again sought provisional measures against these three companies. The pre-trial judge then asserted his pan-European jurisdiction by combining two legal provisions:

- Since the Singaporean company has neither a domicile nor an establishment in the European Union, Article 125(2) of Regulation (EU) 2017/1001 designates the court of the plaintiff's domicile, namely the Paris Judicial Court.
- Since the allegations against the three companies are related, Article 8(1) of the Brussels I bis Regulation then allows the two Irish companies to be joined to the proceedings.

On this basis, the pre-trial judge issued several orders with pan-European scope. He prohibited the three companies, until the end of the proceedings, from selling on the European Union versions of the Shein website and apps any clothing, fashion accessories, or jewelry bearing a symbol representing a crocodile or the “Lacoste” logo, subject to a penalty of 10,000 euros per model and, where applicable, per color variation. He ordered the publication, for a period of one month, of an excerpt from the order on the homepage of those same European versions, subject to a penalty of 1,000 euros per day of delay. He also ordered the Shein companies to provide a certificate from an independent certified public accountant specifying, for each Member State, production volumes, sales, and inventory levels, as well as the gross margin generated, subject to a penalty of 800 euros per day of delay. Finally, a provisional payment of 110,000 euros was awarded to Lacoste.

Beyond this specific case, the French pre-trial judge asserts his pan-European jurisdiction over groups structured around companies established outside France, or even outside the European Union. For trademark owners facing online marketplaces, this decision thus serves as an effective reminder of the rules for obtaining European protection before a French court.

Paris Judicial Court, 3rd Chamber, 1st Section, Pre-Trial Order, July 9, 2026, No. 25/05464