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PRESS RELEASE

SDS Boutique Under the Spotlight for Repeated Complaints

Growing concerns have emerged over unethical business practices by fashion retailer SDS Boutique, which has been accused of misleading and frustrating Fijian consumers. Reports received by the Consumer Council of Fiji reveal a troubling pattern of unfulfilled orders, false advertising, and refusal to address legitimate customer complaints.

In recent months, consumers have come forward claiming they paid in advance for items that were never delivered, or that arrived long after the promised timeframe. Others reported receiving products that did not match the advertised descriptions, including incorrect sizes, poor-quality materials, and wrong designs.

Many also highlighted that SDS Boutique failed to issue receipts or written agreements, leaving buyers without proof of purchase or agreed delivery terms. Attempts to follow up were often ignored, communication channels were blocked, and refund or replacement requests were routinely refused, even when evidence of non-delivery or defective goods was provided.

Council Chief Executive Officer Seema Shandil said the time had come to speak out against traders who persistently disregard consumer rights. “These are not accidental oversights, it is a pattern, which has prompted us to issue this advisory to consumers. SDS Boutique is deliberately taking advantage of consumers, dismissing genuine concerns, and operating in a manner that undermines trust and fairness in the marketplace. This advisory is being issued to protect consumers from further harm,” Ms. Shandil stated.

Consumers are urged to remain vigilant and watch for warning signs such as traders who avoid documentation, refuse to issue receipts, or conduct business primarily through social media without a verifiable point of contact.

Anyone who believes they have been misled or mistreated by SDS Boutique or any other trader is encouraged to report their experience to the Consumer Council of Fiji by calling the National Consumer Helpline toll-free on 155 or emailing complaints@consumersfiji.org.

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