



PAIRS of designer jeans were found yesterday in Elsy Sportswear Inc. at 314 New York.

Photo by Ted Boswell

# Investigators smash fake jeans operation

By BILL ALPERT  
Staff writer

What's in a name? About \$15,000, estimated Hudson County Prosecutor Harold J. Ruvoldt Jr. yesterday.

A counterfeit designer clothing ring doing business in Hudson, Union and Middlesex counties was broken up by his office Thursday when investigators raided a popular sportswear store in West New York and arrested one of the owners, Ruvoldt said. They also confiscated several thousand counterfeit versions of the Jodache, Izod, Playboy and Sears logos.

"If I buy a pair of jeans and put on one of these labels," said Ruvoldt yesterday, "it increases the price seven or eight bucks each. The prosecutor estimated that the logos would have boosted profits by about \$15,000."

Raiding Elsy Sportswear Inc., of 314 57th St. in West New York, around 4 p.m. Thursday, investigators found the labels and arrested store owner Jose M. Perez, 23, of 7201 Broadway in North Bergen. Perez was charged with deceptive business practices and criminal simulation.

The counterfeit labels were of the iron-on variety, not sewn on like the originals, Ruvoldt

**'If I buy a pair of jeans and put on one of these labels, it increases the price seven or eight bucks each'**

— Prosecutor Harold Ruvoldt

said, "I'm going home tonight, and I'm going to check the jeans in my daughter's closet," joked the prosecutor.

Ruvoldt said the investigation is continuing, but he would not disclose whether his office is searching for any other suspects.

Perez was released from Hudson County Jail after posting \$100 of a \$1,000 bond. He is scheduled to appear Monday before Superior Court Judge James W. Taylor.

# Metrofile

The Dispatch

Saturday, August 14, 1982