

Subject: Follow-Up on Misrepresentation – Clarification and Request for Fair Resolution Order ID: 109978

To: Living and Home (Customer Service)

From: Mr. Simon Paul Cordell

Hello Moy, Customer Services for Living and Home,

I would like to thank you for your reply, and I appreciate your time. I would like to clarify a few errors you have stated that you have since based your verdict upon based upon my email of complaint.

My email and online chat with a live assistant was logged as a complaint and I do not feel that you have handled it as such, as you have not addressed the issues I raised fairly but rather used them incorrectly to obtain your decision for me not to be obviously entitled to a free refund. I do not want this support from yourselves to turn into a legal battle of avoidance by yourselves, when I as the consumer have faced issues from the company you and your teams represent.

You state: > *“We have checked your order: 109978. The product you purchased is Black / Fireplace Only SKU: PM1672”*

...and you provide a screen shot! This statement feels like trickery as the product I bought does not say **“Black Fireplace”** as the title. It in fact states: **“Elegant and Functional Electric Fireplace TV Stand with Modern Features”**, and underneath the title it states **“Black / Fireplace Only”** but the **“Black / Fireplace Only”** is **“Grayed Out In Text.**

Visual Evidence & Admission Of Misleading Design.”

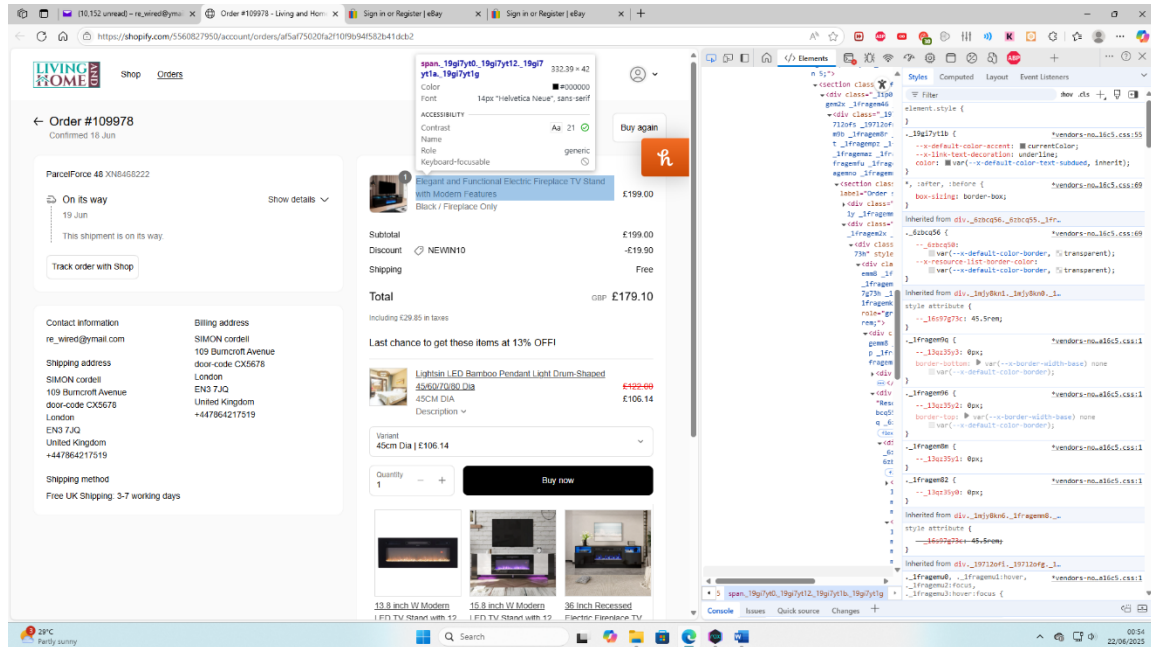
Furthermore, your own email admits: > **“As for the option of the ‘Fireplace TV Stand’ you mentioned, it is grayed out and unavailable. This is because this product is out of stock.”**

This directly confirms that Living and Home purposely uses **“Greyed-Out Font Styles”** to indicate **“inactive or unavailable options.”** That very styling was also applied to **“Black / Fireplace Only”** at the time of my purchase.

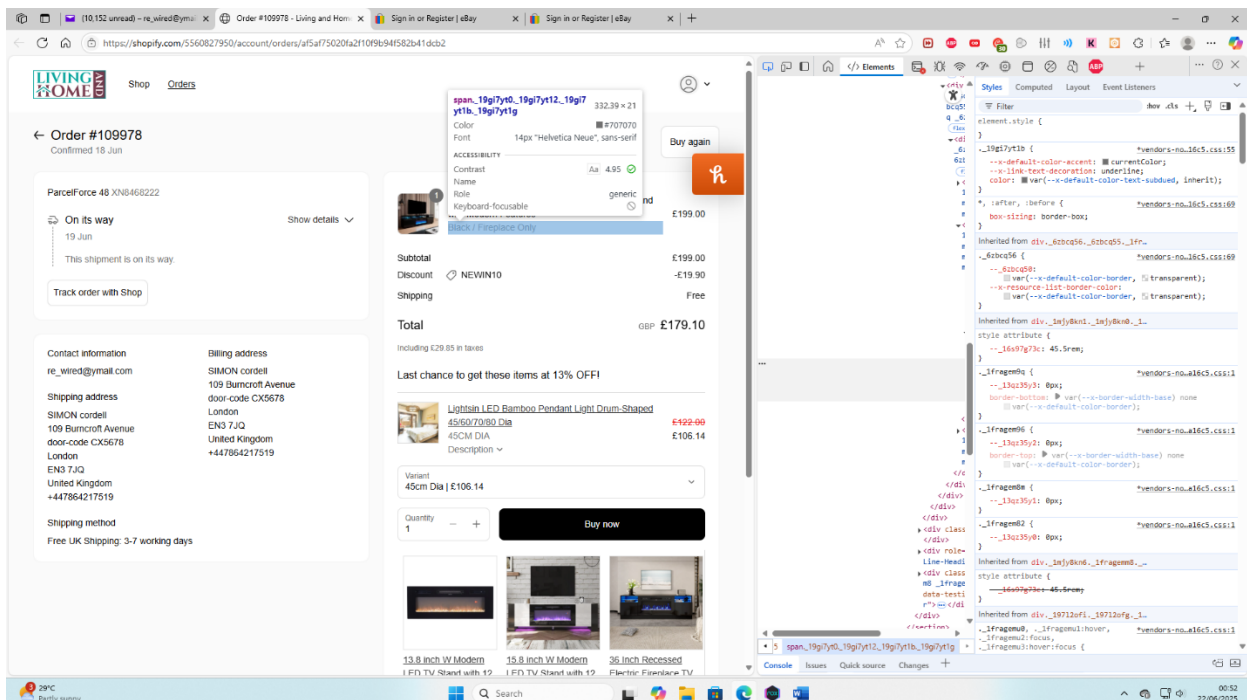
To demonstrate this clearly, I’ve included two screenshots:

1. The product page does not state **“Black / Fireplace Only”** in o below the title or images. The next page opened once you click buy now is where you find the text

“Black / Fireplace Only” and is below the title of product which displays the **“Main Title”** in bold black (#000000) font, clearly indicating prominence. As Exhibited as Exhibit “01” here:



2. Just below that, **“Black / Fireplace Only”** is rendered in grey (#707070)—visually matching the **“unavailable “Fireplace TV Stand”** option. As Exhibit “02” here:



These grey tones are consistently used on your site to signal inaccessibility or exclusion. As such, any reasonable consumer, especially one unfamiliar with your interface—would perceive the grey **“Fireplace Only”** label as either an unselected option or an informational note about stock status.

Combined with the **“Product Imagery,”** which shows the TV stand and fireplace together, and the **“Lack Of Any Option To Purchase The Stand Separately,”** this led me to a **“Transactional Decision I Would Not Have Made”** had the listing been clearly presented.

This fulfills the definition of a **“Misleading Omission,”** and potentially a **“Misleading Action,”** under the *Consumer Protection from Unfair Trading Regulations 2008 (Regulations 5 & 6)*.

Resolution Requested:

As a result, I respectfully request the following:

- A full refund, including return costs not to be borne by myself.
- Written acknowledgment that the product listing was misleading at the time of my order.

I am willing to resolve this directly with you, but I am fully prepared to submit my case to Trading Standards and my card issuer should resolution not be reached. I trust this summary will allow you to reassess the facts impartially.

Kind regards, **Mr. Simon Paul Cordell**