

1 Bobby Saadian, SBN 250377  
 2 lit@wilshirelawfirm.com  
 3 Thiago Coelho, SBN 324715  
 4 thiago@wilshirelawfirm.com  
**5 WILSHIRE LAW FIRM**  
 6 3055 Wilshire Blvd., 12<sup>th</sup> Floor  
 Los Angeles, California 90010  
 Telephone: (213) 381-9988  
 Facsimile: (213) 381-9989

7 *Attorneys for Plaintiff and Proposed Class*

8  
**UNITED STATES DISTRICT COURT**  
 9  
**FOR THE NORTHERN DISTRICT OF CALIFORNIA**

10  
 11 JUAN ALCAZAR, individually and on  
 behalf of all others similarly situated,

12 Plaintiff,

13 v.

14  
 15 FASHION NOVA, INC., a California  
 corporation; and DOES 1 to 10, inclusive,

16  
 17 Defendants.

18 CASE No.:

19  
 20  
 21  
 22  
 23  
 24

**CLASS ACTION COMPLAINT**  
 1. VIOLATIONS OF THE AMERICANS  
 WITH DISABILITIES ACT OF 1990, 42  
 U.S.C. §12181  
 2. VIOLATIONS OF THE UNRUH CIVIL  
 RIGHTS ACT  
**DEMAND FOR JURY TRIAL**

25 Plaintiff Juan Alcazar (“Plaintiff”), individually and on behalf of all others similarly  
 26 situated, brings this action based upon his personal knowledge as to himself and his own acts, and  
 27 as to all other matters upon information and belief, based upon, *inter alia*, the investigations of  
 28 his attorneys.

29  
**NATURE OF THE ACTION**

30  
 31 1. Plaintiff is a visually-impaired and legally blind person who requires screen-  
 32 reading software to read website content using his computer. Plaintiff uses the terms “blind” or  
 33 “visually-impaired” to refer to all people with visual impairments who meet the legal definition

1 of blindness in that they have a visual acuity with correction of less than or equal to 20 x 200.

2 Some blind people who meet this definition have limited vision. Others have no vision.

3 2. Plaintiff, individually and on behalf of those similarly situated persons (hereafter  
 4 “Class Members”), bring this Class Action to secure redress against Defendant Fashion Nova,  
 5 Inc. (“Defendant”) and DOES 1-10, for its failure to design, construct, maintain, and operate its  
 6 website to be fully and equally accessible to and independently usable by Plaintiff and other blind  
 7 or visually-impaired people. Defendants’ denial of full and equal access to its website, and  
 8 therefore denial of its products and services offered thereby and in conjunction with its physical  
 9 locations, is a violation of Plaintiffs’ rights under the Americans with Disabilities Act (“ADA”)  
 10 and California’s Unruh Civil Rights Act (“UCRA”).

11 3. Because Defendants’ website, <https://www.fashionnova.com/> (the “Website” or  
 12 “Defendant’s website”), is not fully or equally accessible to blind and visually-impaired  
 13 consumers in violation of the ADA, Plaintiff seeks a permanent injunction to cause a change in  
 14 Defendant’s corporate policies, practices, and procedures so that Defendant’s website will  
 15 become and remain accessible to blind and visually-impaired consumers.

## 16 THE PARTIES

17 4. Plaintiff, at all times relevant and as alleged herein, are residents of California,  
 18 County of San Mateo. Plaintiff is a legally blind, visually-impaired handicapped persons, and  
 19 member of a protected class of individuals under the ADA, pursuant to 42 U.S.C. § 12102(1)-(2),  
 20 and the regulations implementing the ADA set forth at 28 CFR §§ 36.101 *et seq.*

21 5. Defendant is a California corporation, with its headquarters in Los Angeles.  
 22 Defendant’s servers for the website are in the United States. Defendant conducts a large amount  
 23 of its business in California, and the United States as a whole. These stores constitute places of  
 24 public accommodation. Defendant’s stores provide to the public important goods and services.  
 25 Defendant’s website provides consumers with access to an array of women and men’s apparel  
 26 including trendy mix and match separates for women and men including graphic tees, bodysuits,  
 27 crop tops, sweaters, tracksuits, joggers, hoodies, sweatshirts, polos, blazers, kimonos, dresses,  
 28 biker shorts, skirts, leggings, rompers, jumpsuits, lingerie, jeans, shorts and swimwear; footwear

including heels, sandals, sneakers, boots, booties and flats; accessories including handbags, sunglasses, belts, hats, scarves, legwear, jewelry and hair accessories, which are available online and in retail stores for purchase.

6. Plaintiff is unaware of the true names, identities, and capacities of the defendants sued herein as DOES 1 to 10. Plaintiff will seek leave to amend this complaint to allege the true names and capacities of DOES 1 to 10 if and when ascertained. Plaintiff is informed and believe, and thereupon alleges, that each of Defendant sued herein as a DOE is legally responsible in some manner for the events and happenings alleged herein and that each of Defendant sued herein as a DOE proximately caused injuries and damages to Plaintiff as set forth below.

7. Defendant's stores are public accommodations within the definition of Title III of the ADA, 42 U.S.C. § 12181(7). <https://www.fashionnova.com/> is a service, privilege, or advantage of Defendant's services and product and locations.

## **JURISDICTION AND VENUE**

8. This Court has subject matter jurisdiction over the state law claims alleged in this Complaint pursuant to the Class Action Fairness Act, 28 U.S.C. §1332(d)(2)(A) because: (a) the matter in controversy exceeds the sum of \$5 million, exclusive of interest and costs; and (b) some of the class members are citizens of a state (California).

9. Defendant is subject to personal jurisdiction in this District. Defendant has been and is committing the acts or omissions alleged herein in the Northern District of California that caused injury, and violated rights prescribed by the ADA and UCRA, to Plaintiff and to other blind and other visually impaired-consumers. A substantial part of the acts and omissions giving rise to Plaintiffs' claims occurred in the Northern District of California. Specifically, on several separate occasions, Plaintiff has been denied the full use and enjoyment of the facilities, goods, and services of Defendant's website in San Mateo County. The access barriers Plaintiff has encountered on Defendant's website have caused a denial of Plaintiffs' full and equal access multiple times in the past, and now deter Plaintiff on a regular basis from accessing Defendant's website. Similarly, the access barriers Plaintiff has encountered on Defendant's website has

1 impeded Plaintiffs' full and equal enjoyment of goods and services offered at Defendant's brick-  
2 and mortar stores.

3 10. This Court also has subject-matter jurisdiction over this action pursuant to 28  
4 U.S.C. § 1331 and 42 U.S.C. § 12181, as Plaintiffs' claims arise under Title III of the ADA, 42  
5 U.S.C. § 12181, *et seq.*, and 28 U.S.C. § 1332.

6       11. This Court has personal jurisdiction over Defendant because it conducts and  
7 continues to conduct a substantial and significant amount of business in the State of California,  
8 County of San Mateo, and because Defendant's offending website is available across California.

9       12.     Venue is proper in the Northern District of California pursuant to 28 U.S.C. §1331  
10 because Plaintiff resides in this District, Defendant conducts and continues to conduct a  
11 substantial and significant amount of business in this District, Defendant is subject to personal  
12 jurisdiction in this District, and a substantial portion of the conduct complained of herein occurred  
13 in this District.

## THE AMERICANS WITH DISABILITIES ACT AND THE INTERNET

13. The Internet has become a significant source of information, a portal, and a tool  
14 for conducting business, doing everyday activities such as shopping, learning, banking,  
15 researching, as well as many other activities for sighted, blind and visually-impaired persons  
16 alike.

14. In today's tech-savvy world, blind and visually-impaired people have the ability to  
15. access websites using keyboards in conjunction with screen access software that vocalizes the  
16. visual information found on a computer screen. This technology is known as screen-reading  
17. software. Screen-reading software is currently the only method a blind or visually-impaired  
18. person may independently access the internet. Unless websites are designed to be read by screen-  
19. reading software, blind and visually-impaired persons are unable to fully access websites, and the  
20. information, products, and services contained thereon.

26        15. Blind and visually-impaired users of Windows operating system-enabled  
27 computers and devices have several screen-reading software programs available to them. Some  
28 of these programs are available for purchase and other programs are available without the user

1 having to purchase the program separately. Job Access With Speech, otherwise known as  
 2 "JAWS," is currently the most popular, separately purchased and downloaded screen-reading  
 3 software program available for a Windows computer.

4       16. For screen-reading software to function, the information on a website must be  
 5 capable of being rendered into text. If the website content is not capable of being rendered into  
 6 text, the blind or visually-impaired user is unable to access the same content available to sighted  
 7 users.

8       17. The international website standards organization, the World Wide Web  
 9 Consortium, known throughout the world as W3C, has published Success Criteria for version 2.0  
 10 of the Web Content Accessibility Guidelines ("WCAG 2.0" hereinafter). WCAG 2.0 are well-  
 11 established guidelines for making websites accessible to blind and visually-impaired people.  
 12 These guidelines are adopted, implemented and followed by most large business entities who  
 13 want to ensure their websites are accessible to users of screen-reading software programs. Though  
 14 WCAG 2.0 has not been formally adopted as the standard for making websites accessible, it is  
 15 one of, if not the most, valuable resource for companies to operate, maintain, and provide a  
 16 website that is accessible under the ADA to the public.

17       18. Within this context, the Ninth Circuit has recognized the viability of ADA claims  
 18 against commercial website owners/operators with regard to the accessibility of such websites.  
 19 *Robles v. Domino's Pizza, LLC*, Docket No. 17-55504 (9th Cir. Apr 13, 2017), Court Docket No.  
 20 BL-66. This is in addition to the numerous courts that already recognized such application.

21       19. Each of Defendant's violations of the Americans with Disabilities Act is likewise  
 22 a violation of the Unruh Civil Rights Act. Indeed, the Unruh Civil Rights Act provides that any  
 23 violation of the ADA constitutes a violation of the Unruh Civil Rights Act. Cal. Civ. Code, §  
 24 51(f).

25       20. Further, Defendant's actions and inactions denied Plaintiff full and equal access to  
 26 their accommodations, facilities, and services. A substantial motivating reason for Defendant to  
 27 deny Plaintiff access was the perception of Plaintiffs' disability. Defendants' denial of Plaintiffs'  
 28 accessibility was a substantial motivating reason for Defendant's conduct. Plaintiff was harmed

1 due to Defendant's conduct. Defendant's actions and inactions were a substantial factor in  
2 causing the lack of access to Plaintiff in violation of the Unruh Civil Rights Act. Cal. Civ. Code,  
3 § 51.

4 21. Inaccessible or otherwise non-compliant websites pose significant access barriers  
5 to blind and visually-impaired persons. Common barriers encountered by blind and visually  
6 impaired persons include, but are not limited to, the following:

- 7 a. A text equivalent for every non-text element is not provided;
- 8 b. Title frames with text are not provided for identification and navigation;
- 9 c. Equivalent text is not provided when using scripts;
- 10 d. Forms with the same information and functionality as for sighted persons are  
11 not provided;
- 12 e. Information about the meaning and structure of content is not conveyed by  
13 more than the visual presentation of content;
- 14 f. Text cannot be resized without assistive technology up to 200 percent without  
15 loss of content or functionality;
- 16 g. If the content enforces a time limit, the user is not able to extend, adjust or  
17 disable it;
- 18 h. Web pages do not have titles that describe the topic or purpose;
- 19 i. The purpose of each link cannot be determined from the link text alone or from  
20 the link text and its programmatically determined link context;
- 21 j. One or more keyboard operable user interface lacks a mode of operation where  
22 the keyboard focus indicator is discernible;
- 23 k. The default human language of each web page cannot be programmatically  
24 determined;
- 25 l. When a component receives focus, it may initiate a change in context;
- 26 m. Changing the setting of a user interface component may automatically cause a  
27 change of context where the user has not been advised before using the  
28 component;

- 1 n. Labels or instructions are not provided when content requires user input;
- 2 o. In content which is implemented by using markup languages, elements do not
- 3 have complete start and end tags, elements are not nested according to their
- 4 specifications, elements may contain duplicate attributes and/or any IDs are
- 5 not unique;
- 6 p. Inaccessible Portable Document Format (PDFs) ; and,
- 7 q. The name and role of all User Interface elements cannot be programmatically
- 8 determined; items that can be set by the user cannot be programmatically set;
- 9 and/or notification of changes to these items is not available to user agents,
- 10 including assistive technology.

## FACTUAL BACKGROUND

12. Defendant offers the <https://www.fashionnova.com/> website, to the public. The  
13 website offers features which should allow all consumers to access the goods and services which  
14 Defendant offers in connection with its physical locations. The goods and services offered by  
15 Defendant include, but are not limited to the following, which allow consumers to access an  
16 assortment of ready to wear trendy women and men's apparel including joggers, biker shorts,  
17 hoodies, tracksuits, polos, graphic tees, dresses, crop tops, bodysuits, jeans, shorts, jackets,  
18 sweaters, rompers, jumpsuits, cardigans, blouses, blazers, pants, skirts and scrubs; swimwear  
19 including swim suits and cover ups; specialty collections including celebrity collaborations, prom,  
20 plus and curve sizes; footwear including sandals, booties, boots, wedges, slides, sneakers, pumps,  
21 and heels; accessories including sunglasses, belts, hats, hair accessories, handbags, crossbody  
22 bags, mini bags, clutches, satchels, socks and tights and other products that are available for  
23 purchase online and in store locations. Consumers can further purchase a gift card and find  
24 information about promotions, sales, limited editions, store locations, shipping and returns.

25. Based on information and belief, it is Defendant's policy and practice to deny  
26 Plaintiff and Class Members, along with other blind or visually-impaired users, access to  
27 Defendant's website, and to therefore specifically deny the goods and services that are offered  
28 and integrated with Defendant's stores. Due to Defendant's failure and refusal to remove access

1 barriers on its website, Plaintiff and other visually-impaired persons have been and are still being  
 2 denied equal and full access to Defendant's stores and the assortment of apparel, footwear and  
 3 accessories offered to the public through Defendant's Website.

4 **Defendant's Barriers on Unruh Civil Rights Act. Cal. Civ. Code, § 51(f) Deny Plaintiff and**  
 5 **Class Members' Access**

6 24. Plaintiff is a visually-impaired and legally blind person, who cannot use a  
 7 computer without the assistance of screen-reading software. However, Plaintiff is a proficient  
 8 user of the JAWS screen-reader as well as Mac's VoiceOver and both use it to access the internet.  
 9 Plaintiff has visited <https://www.fashionnova.com/> on several separate occasions using the JAWS  
 10 and/or VoiceOver screen-readers.

11 25. During Plaintiffs' numerous visits to Defendant's website, Plaintiff encountered  
 12 multiple access barriers which denied Plaintiff full and equal access to the facilities, goods and  
 13 services offered to the public and made available to the public on Defendant's website, and its  
 14 prior iterations. Due to the widespread access barriers Plaintiff and Class Members encountered  
 15 on Defendant's website, Plaintiff and Class Members have been deterred, on a regular basis, from  
 16 accessing Defendant's website. Similarly, the access barriers Plaintiff has encountered on  
 17 Defendant's website have deterred Plaintiff and Class Members from visiting Defendant's brick-  
 18 and-mortar stores.

19 26. While attempting to navigate Defendant's website, Plaintiff and Class Members  
 20 encountered multiple accessibility barriers for blind or visually-impaired people that include, but  
 21 are not limited to, the following:

22 a. Lack of Alternative Text ("alt-text"), or a text equivalent. Alt-text is invisible  
 23 code embedded beneath a graphic or image on a website that is read to a user  
 24 by a screen-reader. For graphics or images to be fully accessible for screen-  
 25 reader users, it requires that alt-text be coded with each graphic or image so  
 26 that screen-reading software can speak the alt-text to describe the graphic or  
 27 image where a sighted user would just see the graphic or image. Alt-text does  
 28 not change the visual presentation, but instead a text box shows when the

1 cursor hovers over the graphic or image. The lack of alt-text on graphics and  
 2 images prevents screen-readers from accurately vocalizing a description of the  
 3 image or graphic. As a result, Plaintiff and Class Members who are blind and  
 4 visually-impaired customers are unable to determine what apparel, accessories  
 5 and footwear are available for purchase, or find Defendants store locations,  
 6 check out limited editions, new arrivals, or complete any purchases;

7 b. Empty Links that contain No Text causing the function or purpose of the link  
 8 to not be presented to the user. This can introduce confusion for keyboard and  
 9 screen-reader users;

10 c. Redundant Links where adjacent links go to the same URL address which  
 11 results in additional navigation and repetition for keyboard and screen-reader  
 12 users; and

13 d. Linked Images missing alt-text, which causes problems if an image within a  
 14 link does not contain any descriptive text and that image does not have alt-text.  
 15 A screen reader then has no content to present the user as to the function of the  
 16 link, including information or links for and contained in PDFs.

17 27. Recently in 2020, Plaintiff attempted to do business with Defendant on  
 18 Defendant's website. Plaintiff has visited prior iterations of the website  
 19 <https://www.fashionnova.com/> and also encountered barriers to access on Defendant's website.

20 28. Despite past and recent attempts to do business with Defendant on its website, the  
 21 numerous access barriers contained on the website and encountered by Plaintiff, has denied  
 22 Plaintiff full and equal access to Defendant's website. Plaintiff and Class Members, as a result of  
 23 the barriers on Defendant's website, continue to be deterred on a regular basis from accessing  
 24 Defendant's website. Likewise, based on the numerous access barriers Plaintiff and Class  
 25 Members have been deterred and impeded from the full and equal enjoyment of goods and  
 26 services offered in Defendant's stores and from making purchases at such physical locations.

27 **Defendant Must Remove Barriers to Its Website**

28 29. Due to the inaccessibility of the defendant's website, blind and visually-impaired

1 customers such as plaintiff, who need screen-readers, cannot fully and equally use or enjoy the  
 2 facilities and services the defendant offers to the public on its website. The access barriers the  
 3 plaintiff encountered have caused a denial of Plaintiffs' full and equal access in the past, and now  
 4 deter Plaintiff on a regular basis from accessing the website.

5       30.    These access barriers on Defendant's website have deterred Plaintiff from visiting  
 6 Defendant's physical locations, and enjoying them equal to sighted individuals because: Plaintiff  
 7 was unable to find the location and hours of operation of Defendant's store locations on its  
 8 website, preventing Plaintiff from visiting the locations to view and purchase products and/or  
 9 services. Plaintiff and Class Members intend to visit the Defendant's locations in the near future  
 10 if Plaintiff and Class Members could access Defendant's website.

11       31.    If the website was equally accessible to all, Plaintiff and Class Members could  
 12 independently navigate the website and complete a desired transaction, as sighted individuals do.

13       32.    Plaintiff, through Plaintiffs' attempts to use the website, have actual knowledge of  
 14 the access barriers that make these services inaccessible and independently unusable by blind and  
 15 visually-impaired people.

16       33.    Because simple compliance with WCAG 2.0/WCAG 2.1 would provide Plaintiff  
 17 and Class Members who are visually-impaired consumers with equal access to the website,  
 18 Plaintiff and Class Members allege that Defendant engaged in acts of intentional discrimination,  
 19 including, but not limited to, the following policies or practices: constructing and maintaining a  
 20 website that is inaccessible to visually-impaired individuals, including Plaintiff and Class  
 21 Members; failing to construct and maintain a website that is sufficiently intuitive so as to be  
 22 equally accessible to visually-impaired individuals, including Plaintiff and Class Members; and  
 23 failing to take actions to correct these access barriers in the face of substantial harm and  
 24 discrimination to blind and visually-impaired consumers, such as Plaintiff and Class Members,  
 25 as a member of a protected class.

26       34.    The Defendant uses standards, criteria or methods of administration that have the  
 27 effect of discriminating or perpetuating the discrimination against others, as alleged herein.

1       35. The ADA expressly contemplates the injunctive relief that plaintiff  
 2 seeks in this action. In relevant part, the ADA requires:

3       In the case of violations of ... this title, injunctive relief shall include an order to  
 4 alter facilities to make such facilities readily accessible to and usable by  
 5 individuals with disabilities .... Where appropriate, injunctive relief shall also  
 6 include requiring the ... modification of a policy .... 42 U.S.C. § 12188(a)(2).

7       36. Because Defendant's website has never been equally accessible, and  
 8 because Defendant lacks a corporate policy that is reasonably calculated to cause the Defendant's  
 9 website to become and remain accessible, Plaintiff invokes 42 U.S.C. § 12188(a)(2) and seeks a  
 10 permanent injunction requiring the defendant to retain a qualified consultant acceptable to  
 11 Plaintiff to assist Defendant to comply with WCAG 2.0/WCAG 2.1 guidelines for Defendant's  
 12 website. The website must be accessible for individuals with disabilities who use desktop  
 13 computers, laptops, tablets, and smartphones. Plaintiff and Class Members seek that this  
 14 permanent injunction require Defendant to cooperate with the agreed-upon consultant to: train  
 15 Defendant's employees and agents who develop the website on accessibility compliance under  
 16 the WCAG 2.0/WCAG 2.1 guidelines; regularly check the accessibility of the website under the  
 17 WCAG 2.0/WCAG 2.1 guidelines; regularly test user accessibility by blind or vision-impaired  
 18 persons to ensure that the defendant's website complies under the WCAG 2.0/WCAG 2.1  
 19 guidelines; and develop an accessibility policy that is clearly disclosed on the defendant's website,  
 20 with contact information for users to report accessibility-related problems and require that any  
 21 third-party vendors who participate on the defendant's website to be fully accessible to the  
 22 disabled by conforming with WCAG 2.0/WCAG 2.1.

23       37. If Defendant's website were accessible, Plaintiff and Class Members could  
 24 independently access information about location addresses and hours, services offered and  
 25 services available for online purchase.

26       38. Although Defendant may currently have centralized policies regarding  
 27 maintaining and operating Defendant's website, Defendant lacks a plan and policy reasonably  
 28 calculated to make Defendant's website fully and equally accessible to, and independently usable  
 by, blind and other visually-impaired consumers.

1       39. Defendant has, upon information and belief, invested substantial sums in  
2 developing and maintaining Defendant's website and Defendant has generated significant  
3 revenue from Defendant's website. These amounts are far greater than the associated cost of  
4 making Defendant's website equally accessible to visually impaired customers. Plaintiff has also  
5 visited prior iterations of the Defendants website <https://www.fashionnova.com/> and also  
6 encountered such barriers.

7       40. Without injunctive relief, Plaintiff and Class Members will continue to be unable  
8 to independently use Defendant's website, violating their rights.

## CLASS ACTION ALLEGATIONS

10       41. Plaintiff, on behalf of himself and all others similarly situated, seeks to certify a  
11 nationwide class under Fed. R. Civ. P. 23(a) and 23(b)(2) (b)(3), the Nationwide class is initially  
12 defined as follows:

all legally blind individuals who have attempted to access Defendant's website by the use of a screen reading software during the applicable limitations period up to and including final judgment in this action.

42. The California class is initially defined as follows:

all legally blind individuals in the State of California who have attempted to access Defendant's website by the use of a screen reading software during the applicable limitations period up to and including final judgment in this action.

19       43. Excluded from each of the above Classes is Defendant, including any entity in  
20 which Defendant has a controlling interest, is a parent or subsidiary, or which is controlled by  
21 Defendant, as well as the officers, directors, affiliates, legal representatives, heirs, predecessors,  
22 successors, and assigns of Defendant. Also excluded are the judge and the court personnel in this  
23 case and any members of their immediate families. Plaintiff reserves the right to amend the Class  
24 definitions if discovery and further investigation reveal that the Classes should be expanded or  
25 otherwise modified.

26       44.     *Numerosity*. Fed. R. Civ. P. 23(a)(1). This action has been brought and may  
27 properly be maintained as a class action against Defendant under Rules 23(b)(1)(B) and 23(b)(3)  
28 of the Federal Rules of Civil Procedure. While the exact number and identities of other Class

1 Members are unknown to Plaintiff at this time, Plaintiff is informed and believes that there are  
2 hundreds of thousands of Members in the Class. Based on the number of customers who have  
3 visited Defendant's California stores, it is estimated that the Class is composed of more than  
4 10,000 persons. Furthermore, even if subclasses need to be created for these consumers, it is  
5 estimated that each subclass would have thousands of Members. The Members of the Class are  
6 so numerous that joinder of all Members is impracticable and the disposition of their claims in a  
7 class action rather than in individual actions will benefit the parties and the courts.

8       45.     *Typicality*: Plaintiff and Class Members' claims are typical of the claims of the  
9 Members of the Class as all Members of the Class are similarly affected by Defendant's wrongful  
10 conduct, as detailed herein.

11       46. *Adequacy:* Plaintiff will fairly and adequately protect the interests of the Members  
12 of the Class in that they have no interests antagonistic to those of the other Members of the Class.  
13 Plaintiff has retained experienced and competent counsel.

14       47. *Superiority:* A class action is superior to other available methods for the fair and  
15 efficient adjudication of this controversy. Since the damages sustained by individual Class  
16 Members may be relatively small, the expense and burden of individual litigation makes it  
17 impracticable for the Members of the Class to individually seek redress for the wrongful conduct  
18 alleged herein. Furthermore, the adjudication of this controversy through a class action will avoid  
19 the potentially inconsistent and conflicting adjudications of the claims asserted herein. There will  
20 be no difficulty in the management of this action as a class action. If Class treatment of these  
21 claims were not available, Defendant would likely unfairly receive thousands of dollars or more  
22 in improper revenue.

23        48. *Common Questions Predominate:* Common questions of law and fact exist as to  
24 all Members of the Class and predominate over any questions solely affecting individual  
25 Members of the Class. Among the common questions of law and fact applicable to the Class are:

26 i. Whether Defendant's website, <https://www.fashionnova.com/>, is  
27 inaccessible to the visually-impaired who use screen reading software to  
28 access internet websites;

- 1
- 2       ii. Whether Plaintiff and Class Members have been unable to access
- 3           <https://www.fashionnova.com/> through the use of screen reading software;
- 4       iii. Whether the deficiencies in Defendant's website violate the Americans
- 5           with Disabilities Act of 1990, 42 U.S.C. § 12181 *et seq.*;
- 6       iv. Whether the deficiencies in Defendant's website violate the California
- 7           Unruh Civil Rights Act, California Civil Code § 51 *et seq.*;
- 8       v. Whether, and to what extent, injunctive relief should be imposed on
- 9           Defendant to make <https://www.fashionnova.com/> readily accessible to
- 10           and usable by visually-impaired individuals;
- 11       vi. Whether Plaintiff and Class Members are entitled to recover statutory
- 12           damages with respect to Defendant's wrongful conduct; and
- 13       vii. Whether further legal and/or equitable relief should be granted by the Court
- 14           in this action.

15       49. The class is readily definable, and prosecution of this action as a Class action will  
 16 reduce the possibility of repetitious litigation. Plaintiff does not foresee any issues in the  
 17 management of this litigation which would preclude the maintenance of this matter as a Class  
 18 action.

19       50. The prerequisites to maintaining a class action for injunctive relief or equitable  
 20 relief pursuant to Rule 23(b)(2) are met, as Defendant has acted or refused to act on grounds  
 21 generally applicable to the Class, thereby making appropriate final injunctive or equitable relief  
 22 with respect to the Class as a whole.

23       51. The prerequisites to maintaining a class action for injunctive relief or equitable  
 24 relief pursuant to Rule 23(b)(3) are met, as questions of law or fact common to the Class  
 25 predominate over any questions affecting only individual Members; and a class action is superior  
 26 to other available methods for fairly and efficiently adjudicating the controversy.

27       52. The prosecution of separate actions by Members of the Class would create a risk  
 28 of establishing inconsistent rulings and/or incompatible standards of conduct for Defendant.

Additionally, individual actions may be dispositive of the interest of all Members of the Class, although certain Class Members are not parties to such actions.

53. Defendant's conduct is generally applicable to the Class as a whole and Plaintiff seek, *inter alia*, equitable remedies with respect to the Class as a whole. As such, Defendant's systematic policies and practices make declaratory relief with respect to the Class as a whole appropriate.

## COUNT I

**Violations of the Americans With Disabilities Act, 42 U.S.C. § 12181 *et seq.* (On Behalf of Plaintiff, the Nationwide Class and the California Class)**

54. Plaintiff alleges and incorporates herein by reference each and every allegation contained in paragraphs 1 through 53, inclusive, of this Complaint as if set forth fully herein.

55. Section 302(a) of Title III of the ADA, 42 U.S.C. § 12181 *et seq.*, provides: “No individual shall be discriminated against on the basis of disability in the full and equal enjoyment of the goods, services, facilities, privileges, advantages, or accommodations of any place of public accommodation by any person who owns, leases (or leases to), or operates a place of public accommodation.” 42 U.S.C. § 12182(a).

56. Under Section 302(b)(2) of Title III of the ADA, unlawful discrimination also includes, among other things: “a failure to make reasonable modifications in policies, practices, or procedures, when such modifications are necessary to afford such goods, services, facilities, privileges, advantages, or accommodations to individuals with disabilities, unless the entity can demonstrate that making such modifications would fundamentally alter the nature of such goods, services, facilities, privileges, advantages or accommodations”; and “a failure to take such steps as may be necessary to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services, unless the entity can demonstrate that taking such steps would fundamentally alter the nature of the good, service, facility, privilege, advantage, or accommodation being offered or would result in an undue burden”. 42 U.S.C. § 12182(b)(2)(A)(ii)-(iii). “A public accommodation shall take those steps that may be necessary

1 to ensure that no individual with a disability is excluded, denied services, segregated or otherwise  
 2 treated differently than other individuals because of the absence of auxiliary aids and services,  
 3 unless the public accommodation can demonstrate that taking those steps would fundamentally  
 4 alter the nature of the goods, services, facilities, privileges, advantages, or accommodations being  
 5 offered or would result in an undue burden, i.e., significant difficulty or expense.” 28 C.F.R. §  
 6 36.303(a). In order to be effective, auxiliary aids and services must be provided in accessible  
 7 formats, in a timely manner, and in such a way as to protect the privacy and independence of the  
 8 individual with a disability.” 28 C.F.R. § 36.303(c)(1)(ii).

9       57. Defendant’s store locations are “public accommodations” within the meaning of  
 10 42 U.S.C. § 12181 *et seq.* Defendant generates millions of dollars in revenue from the sale of its  
 11 amenities and services, privileges, advantages, and accommodations in California through its  
 12 locations and related services, privileges, advantages, and accommodations and its Website,  
 13 <https://www.fashionnova.com/> is a service, privilege, advantage, and accommodation provided  
 14 by Defendant that is inaccessible to customers who are visually-impaired like Plaintiff. This  
 15 inaccessibility denies visually-impaired customers full and equal enjoyment of and access to the  
 16 facilities and services, privileges, advantages, and accommodations that Defendant made  
 17 available to the non-disabled public. Defendant is violating the Americans with Disabilities Act,  
 18 42 U.S.C. § 12181 *et seq.*, in that Defendant denies visually-impaired customers the services,  
 19 privileges, advantages, and accommodations provided by <https://www.fashionnova.com/>. These  
 20 violations are ongoing.

21       58. Defendant’s actions constitute intentional discrimination against Plaintiff and  
 22 Class Members on the basis of a disability in violation of the Americans with Disabilities Act, 42  
 23 U.S.C. § 12181 *et seq.* in that: Defendant has constructed a website that is inaccessible to Plaintiff  
 24 and Class Members; maintains the website in this inaccessible form; and has failed to take  
 25 adequate actions to correct these barriers even after being notified of the discrimination that such  
 26 barriers cause.

27       59. Pursuant to 42 U.S.C. § 12188 and the remedies, procedures, and rights set forth  
 28 and incorporated therein, Plaintiff requests relief as set forth below.

## **COUNT II**

## **Violations of the Unruh Civil Rights Act, California Civil Code § 51 *et seq.* (On Behalf of Plaintiff and the California Class)**

60. Plaintiff alleges and incorporates herein by reference each and every allegation contained in paragraphs 1 through 53, inclusive, of this Complaint as if set forth fully herein.

61. Defendant's locations are "business establishments" within the meaning of the California Civil Code § 51 *et seq.* Defendant generates millions of dollars in revenue from the sale of its services in California through its store's locations and related services and <https://www.fashionnova.com/> is a service provided by Defendant that is inaccessible to customers who are visually-impaired like Plaintiff and Class Members. This inaccessibility denies visually-impaired customers full and equal access to Defendant's facilities and services that Defendant makes available to the non-disabled public. Defendant is violating the Unruh Civil Rights Act, California Civil Code § 51 *et seq.*, in that Defendant is denying visually-impaired customers the services provided by <https://www.fashionnova.com/>. These violations are ongoing.

62. Defendant's actions constitute intentional discrimination against Plaintiff and Class Members on the basis of a disability in violation of the Unruh Civil Rights Act, Cal. Civil Code § 51 *et seq.* in that: Defendant has constructed a website that is inaccessible to Plaintiff and Class Members; maintains the website in this inaccessible form; and has failed to take adequate actions to correct these barriers even after being notified of the discrimination that such barriers cause.

63. Defendant is also violating the Unruh Civil Rights Act, California Civil Code § 51 *et seq.* in that the conduct alleged herein likewise constitutes a violation of various provisions of the ADA, 42 U.S.C. § 12101 *et seq.* Section 51(f) of the California Civil Code provides that a violation of the right of any individual under the ADA shall also constitute a violation of the Unruh Civil Rights Act.

64. The actions of Defendant were and are in violation of the Unruh Civil Rights Act, California Civil Code § 51 *et seq.*, and, therefore, Plaintiff and Class Members are entitled to injunctive relief remedying the discrimination.

65. Plaintiff and Class Members are also entitled to statutory minimum damages pursuant to California Civil Code § 52 for each and every offense.

66. Plaintiff and Class Members are also entitled to reasonable attorneys' fees and costs.

67. Plaintiff and Class Members are also entitled to a preliminary and permanent injunction enjoining Defendant from violating the Unruh Civil Rights Act, California Civil Code § 51 *et seq.*, and requiring Defendant to take the steps necessary to make <https://www.fashionnova.com/> readily accessible to and usable by visually-impaired individuals.

## PRAYER FOR RELIEF

WHEREFORE, Plaintiff, individually and on behalf of all Class Members, respectfully requests that the Court enter judgment in his favor and against Defendant as follows:

- A. For an Order certifying the Nationwide Class and California Class as defined herein and appointing Plaintiff and his Counsel to represent the Nationwide Class and the California Class;
- B. A preliminary and permanent injunction pursuant to 42 U.S.C. § 12188(a)(1) and (2) and section 52.1 of the California Civil Code enjoining Defendant from violating the Unruh Civil Rights Act and ADA and requiring Defendant to take the steps necessary to make <https://www.fashionnova.com/> readily accessible to and usable by visually-impaired individuals;
- C. An award of statutory minimum damages of \$4,000 per offense per person pursuant to section 52(a) of the California Civil Code.
- D. For attorneys' fees and expenses pursuant to California Civil Code §§ 52(a), 52.1(h), and 42 U.S.C. § 12205;
- E. For pre-judgment interest to the extent permitted by law;
- F. For costs of suit; and;
- G. For such other and further relief as the Court deems just and proper.

111

111

**DEMAND FOR JURY TRIAL**

Plaintiff, on behalf of himself and all others similarly situated, hereby demands a jury trial for all claims so triable.

Dated: February 26, 2020

Respectfully Submitted,

/s/ Thiago M. Coelho  
Thiago M. Coelho  
Bobby Saadian  
**WILSHIRE LAW FIRM**  
*Attorneys for Plaintiff and  
Proposed Class*

**WILSHIRE LAW FIRM, PLC**  
3055 Wilshire Blvd, 12th Floor  
Los Angeles, CA 90010-1137

## CIVIL COVER SHEET

The JS-CAND 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved in its original form by the Judicial Conference of the United States in September 1974, is required for the Clerk of Court to initiate the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.)

## I. (a) PLAINTIFFS

JUAN ALCAZAR

(b) County of Residence of First Listed Plaintiff  
(EXCEPT IN U.S. PLAINTIFF CASES)(c) Attorneys (Firm Name, Address, and Telephone Number)  
Wilshire Law Firm, 3055 Wilshire Blvd., 12th Floor  
Los Angeles, CA 90010, (213) 381-9988

## DEFENDANTS

FASHION NOVA, INC.

County of Residence of First Listed Defendant  
(IN U.S. PLAINTIFF CASES ONLY) Los AngelesNOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF  
THE TRACT OF LAND INVOLVED.

Attorneys (If Known)

## II. BASIS OF JURISDICTION (Place an "X" in One Box Only)

<input type="checkbox"/> 1 U.S. Government Plaintiff	<input checked="" type="checkbox"/> 3 Federal Question (U.S. Government Not a Party)
<input type="checkbox"/> 2 U.S. Government Defendant	<input type="checkbox"/> 4 Diversity (Indicate Citizenship of Parties in Item III)

## III. CITIZENSHIP OF PRINCIPAL PARTIES (Place an "X" in One Box for Plaintiff and One Box for Defendant)

PTF	DEF	PTF	DEF
Citizen of This State	<input type="checkbox"/> 1	Incorporated or Principal Place of Business In This State	<input type="checkbox"/> 4
Citizen of Another State	<input type="checkbox"/> 2	Incorporated and Principal Place of Business In Another State	<input type="checkbox"/> 5
Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3	Foreign Nation	<input type="checkbox"/> 6

## IV. NATURE OF SUIT (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES
110 Insurance	<b>PERSONAL INJURY</b>	<b>PERSONAL INJURY</b>	625 Drug Related Seizure of Property 21 USC § 881	375 False Claims Act
120 Marine	310 Airplane	365 Personal Injury – Product Liability	422 Appeal 28 USC § 158	376 Qui Tam (31 USC § 3729(a))
130 Miller Act	315 Airplane Product Liability	367 Health Care/Pharmaceutical Personal Injury Product Liability	423 Withdrawal 28 USC § 157	400 State Reapportionment
140 Negotiable Instrument	320 Assault, Libel & Slander	330 Federal Employers' Liability		410 Antitrust
150 Recovery of Overpayment Of Veteran's Benefits	340 Marine	368 Asbestos Personal Injury Product Liability		430 Banks and Banking
151 Medicare Act	345 Marine Product Liability			450 Commerce
152 Recovery of Defaulted Student Loans (Excludes Veterans)	350 Motor Vehicle	<b>PERSONAL PROPERTY</b>	710 Fair Labor Standards Act	460 Deportation
153 Recovery of Overpayment of Veteran's Benefits	355 Motor Vehicle Product Liability	370 Other Fraud	820 Copyrights	470 Racketeer Influenced & Corrupt Organizations
160 Stockholders' Suits	360 Other Personal Injury	371 Truth in Lending	830 Patent	480 Consumer Credit
190 Other Contract	362 Personal Injury -Medical Malpractice	380 Other Personal Property Damage	720 Labor/Management Relations	490 Cable/Sat TV
195 Contract Product Liability		385 Property Damage Product Liability	740 Railway Labor Act	850 Securities/Commodities/ Exchange
196 Franchise			751 Family and Medical Leave Act	890 Other Statutory Actions
<b>REAL PROPERTY</b>	<b>CIVIL RIGHTS</b>	<b>PRISONER PETITIONS</b>	790 Other Labor Litigation	891 Agricultural Acts
210 Land Condemnation	440 Other Civil Rights	<b>HABEAS CORPUS</b>	791 Employee Retirement Income Security Act	893 Environmental Matters
220 Foreclosure	441 Voting	463 Alien Detainee		895 Freedom of Information Act
230 Rent Lease & Ejectment	442 Employment	510 Motions to Vacate Sentence		896 Arbitration
240 Torts to Land	443 Housing/ Accommodations	530 General	870 Taxes (U.S. Plaintiff or Defendant)	899 Administrative Procedure Act/Review or Appeal of Agency Decision
245 Tort Product Liability	445 Amer. w/Disabilities– Employment	535 Death Penalty	871 IRS–Third Party 26 USC § 7609	950 Constitutionality of State Statutes
290 All Other Real Property	<input checked="" type="checkbox"/> 446 Amer. w/Disabilities–Other	<b>OTHER</b>		
		540 Mandamus & Other		
		550 Civil Rights		
		555 Prison Condition		
		560 Civil Detainee– Conditions of Confinement		

## V. ORIGIN (Place an "X" in One Box Only)

<input checked="" type="checkbox"/> 1 Original Proceeding	<input type="checkbox"/> 2 Removed from State Court	<input type="checkbox"/> 3 Remanded from Appellate Court	<input type="checkbox"/> 4 Reinstated or Reopened	<input type="checkbox"/> 5 Transferred from Another District (specify) _____	<input type="checkbox"/> 6 Multidistrict Litigation–Transfer	<input type="checkbox"/> 8 Multidistrict Litigation–Direct File
---	---	--	---	--	--	---

## VI. CAUSE OF ACTION Cite the U.S. Civil Statute under which you are filing (Do not cite jurisdictional statutes unless diversity):

42 U.S.C. § 1281

Brief description of cause:

Plaintiff is being denied full and equal access to Defendants' website in violation of Plaintiffs' rights under the ADA.

VII. REQUESTED IN  CHECK IF THIS IS A CLASS ACTION      DEMAND \$ 50,000,000.00      CHECK YES only if demanded in complaint:  
COMPLAINT: UNDER RULE 23, Fed. R. Civ. P.      JURY DEMAND:  Yes  No

VIII. RELATED CASE(S),  
IF ANY (See instructions):

JUDGE

DOCKET NUMBER

## IX. DIVISIONAL ASSIGNMENT (Civil Local Rule 3-2)

(Place an "X" in One Box Only)  SAN FRANCISCO/OAKLAND SAN JOSE EUREKA-MCKINLEYVILLE

DATE 02/26/2020

SIGNATURE OF ATTORNEY OF RECORD

/s/ Thiago M. Coelho