



For Immediate Release

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In National Advertising Division Challenge, Kevin Hart Modifies Social Media Posts to Disclose Material Connection to Fabletics

New York, NY – Feb. 20, 2025 – As part of its routine monitoring program, BBB National Programs' National Advertising Division inquired about the relationship between Fabletics, Inc. and celebrity influencer Kevin Hart. As a result of this inquiry, Kevin Hart modified his social media posts to include clear and conspicuous disclosures of his material connection to Fabletics.

Hart, an equity owner in Fabletics, has partnered with the brand since its inception in 2020 and is the face of the Fabletics Men brand.

At issue for the National Advertising Division (NAD) was whether Kevin Hart adequately disclosed his financial relationship and material connection with Fabletics while promoting its products on social media. NAD examined the sufficiency and placement of disclosures in Hart's Instagram posts that endorsed Fabletics Men.

Fabletics asserted that a material connection disclosure might not be necessary given Hart's prominent role and public association with the brand. However, as a significant segment of the audience might not be aware of Hart's affiliation with Fabletics due to varying levels of engagement with athletic brands, comedians, or celebrity endorsements, NAD recommended a clear and conspicuous disclosure of Hart's relationship with Fabletics.

In response to NAD's inquiry, Fabletics informed NAD that the Instagram posts have been updated to clearly disclose Hart's material connection with Fabletics and represented that it will require Hart to include appropriate disclosures in all future posts by Hart and will continue close monitoring by Fabletics for compliance.

NAD noted that the revised posts now include disclosures such as "#FableticsPartner" in the caption, placed above the "more" button, making the disclosure clear and conspicuous. NAD determined that these modifications address NAD's concerns about the original disclosures, which commonly only tagged or referenced "@fableticsmen" and/or "@fabletics" and appeared after the "more" button.

The voluntary modifications to the posts will be treated, for compliance purposes, as though NAD recommended the modifications and Fabletics agreed to comply.

In its advertiser statement, Fabletics stated that it "agrees to comply with NAD's recommendations."

All BBB National Programs case decision summaries can be found in the [case decision library](#). For the full text of NAD, NARB, and CARU decisions, subscribe to the [online archive](#). This press release shall not be used for advertising or promotional purposes.

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About BBB National Programs: BBB National Programs, a non-profit organization, is the home of U.S. independent industry self-regulation, currently operating more than a dozen globally recognized programs that have been helping enhance consumer trust in business for more than 50 years. These programs provide third-party accountability and dispute resolution services that address existing and emerging industry issues, create a fairer playing field for businesses, and a better experience for consumers. BBB National Programs continues to evolve its work and grow its impact by providing business guidance and fostering best practices in arenas such as advertising, child-and-teen-directed marketing, data privacy, dispute resolution, automobile warranty, technology, and emerging areas. To learn more, visit bbbprograms.org.

About the National Advertising Division: The National Advertising Division of BBB National Programs provides independent self-regulation and dispute resolution services, guiding the truthfulness of advertising across the U.S. The National Advertising Division reviews national advertising in all media and its decisions set consistent standards for advertising truth and accuracy, delivering meaningful protection to consumers and leveling the playing field for business.