



Subject: Complaint Regarding Misrepresentation – Request for Immediate Resolution

From: Rewired Rewired (re_wired@ymail.com)

To: enquiries@livingandhome.co.uk

Date: Friday 20 June 2025 at 17:51 BST

Dear Living and Home Customer Service,

I am writing to formally raise a complaint concerning a product I purchased on **18 June 2025** via your website.

Firstly, your product listing creates a misleading impression of the item being sold. The product is titled “**Elegant and Functional Electric Fireplace TV Stand with Modern Features**” (SKU: PM1672), and the title’s description suggests that the purchase includes both the TV stand and the electric fireplace.

Secondly, the main images prominently display the TV stand alongside the fireplace insert. The combination of the title and images, which present both components as a single item for sale, along with the pricing, leads one to believe that they are purchasing the entire unit. This creates a misleading impression that the complete unit is being sold, rather than just the fireplace insert. After thoroughly reviewing the listing, I realised why I felt misled before making my purchase. The structure of your site contributed to this confusion, as it gave the impression that I was buying the entire unit.

There Are Two Options Shown Beneath the Product:

- a. “**Fireplace TV Stand**” – which is greyed out and unavailable,
- b. “**Fireplace Only**” – which was in a constant selected mode!

At no point during the checkout process did the product title or page make it clear that I was only purchasing the fireplace insert. The warnings were greyed out alongside other information about items not included in the purchase, which contributed to my misunderstanding. Additionally, the images and title suggested that I was acquiring more than just the insert.

Importantly, there is no option to purchase just the TV cabinet separately. This creates confusion, as even if the option for the fireplace and TV stand were available, I would end up with two fireplace inserts. From my understanding, the cabinet shown in the images cannot be purchased independently. This lack of clarity has been particularly confusing for me as a first-time buyer from your store.

This lack of clarity in the product structure constitutes a material omission, and your listing fails to meet the standard of clear and unambiguous communication required under the Consumer Protection from “**Unfair Trading Regulations 2008**.” In particular, “**Regulation 5**” and “**Regulation 6**” prohibit misleading actions or omissions that cause the average consumer to make a transactional decision they would not otherwise have made. That is precisely what has occurred here.

I made this purchase in good faith, believing I was buying a complete fireplace TV stand as presented. Instead, I received only the insert, which is not usable on its own, rendering the purchase not fit for purpose for a first-time consumer.

I respectfully request the following:

A full refund, including a return method to be arranged not at my expense, and

Written acknowledgment that the product was misrepresented.

I am prepared to escalate this matter to “**Trading Standards**” and initiate a dispute with my payment provider if a resolution is not offered promptly. I trust this will not be necessary and hope you will address this issue with the urgency and fairness it deserves.

I await your reply.

Yours sincerely, Mr. Simon Paul Cordell