USING FASHION THINKING TO INNOVATE

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DESIGN THINKING
FASHION THINKING
intellectual property in the fashion industry
trademark protection
trademark protection
trademark as design
apparel design is TOO UTILITARIAN to qualify for copyright protection
apparel design is TOO UTILITARIAN to qualify for copyright protection
TOO UTILITARIAN?
without ownership there is no incentive to innovate...?
utilitarian objects
BECOME ART
an open creative process
copying & trends
trendsetters

PRADA

CHANEL

MARC JACOBS
fast fashion
Why hasn’t copying destroyed the fashion industry?

Steve Madden “GINN” Heels
$199.95

Givenchy Gladiator Ankle Boots
$995

the knock-off

the real thing
Why hasn’t copying **destroyed** the fashion industry?
the virtues of copying

- faster establishment of global trends
- incentives to innovate
- democratization of fashion
fashion as cultural diplomacy
incentives
not to copy

Chanel
self-copying
international comparisons
latin america
UIA
Union Internationale des Avocats
International Association of Lawyers
Unión Internacional de Abogados
“Copyright protection is not very interesting from a commercial standpoint”
“authors rarely seek to deposit their creations under copyright, because slight modifications could allow a competitor to market an original but confusingly similar product”
how do we establish standards for novelty?
Billions of $ in US in 2014

<table>
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<tr>
<th>Category</th>
<th>Gross Sales (Billions)</th>
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<tbody>
<tr>
<td>Food</td>
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<tr>
<td>Automobiles</td>
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<tr>
<td>Furniture</td>
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<td>Books</td>
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innovative design protection act
Avg. Prices – Women’s Dresses

COPYRIGHT as a CRUTCH
FASHION THINKING
• developing a unique voice
• investing in your brand
• embracing remix culture
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