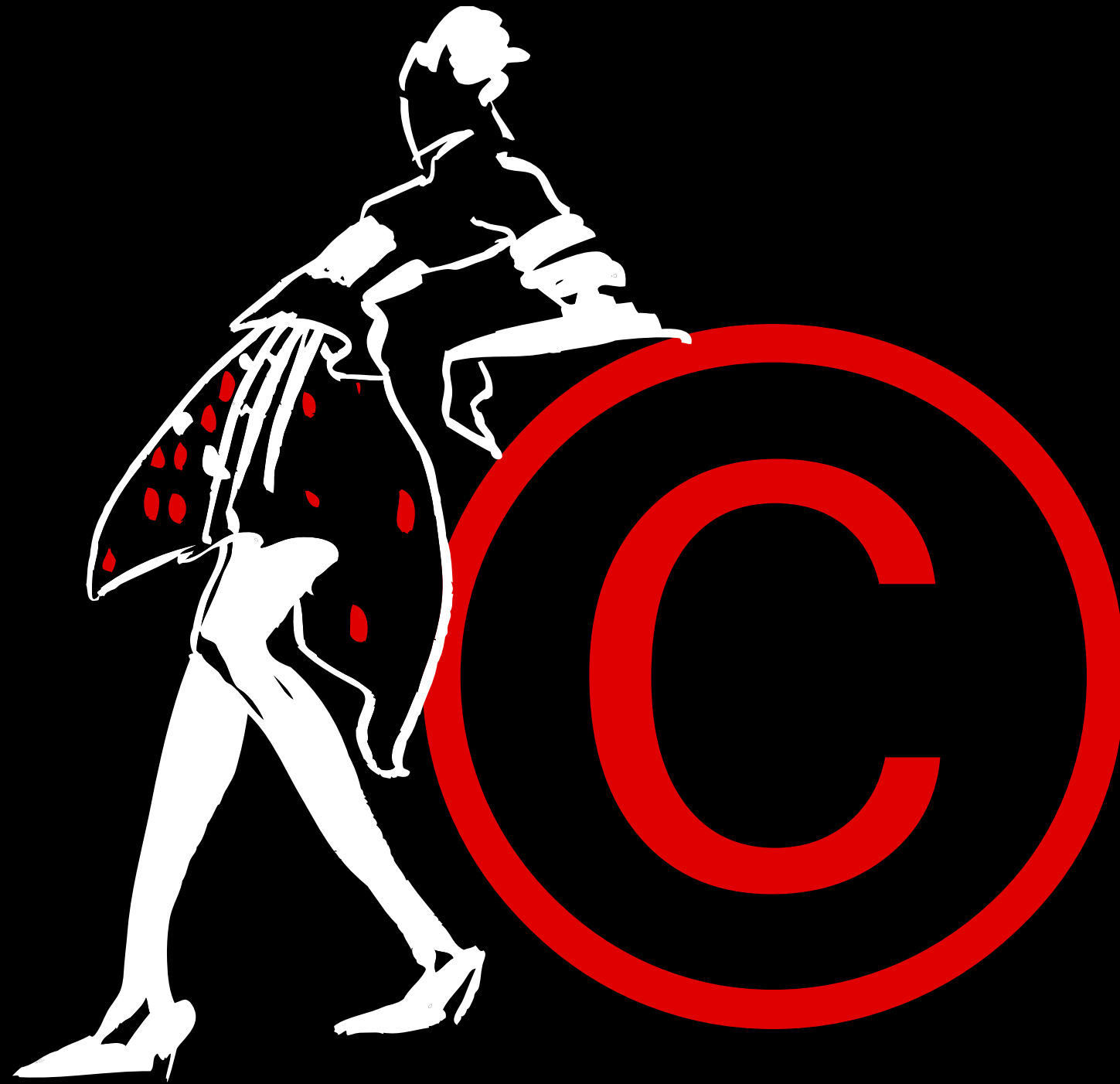




INNOVATION & CREATIVITY IN THE FASHION INDUSTRY

JOHANNA BLAKLEY
THE NORMAN LEAR CENTER
WWW.LEARCENTER.ORG



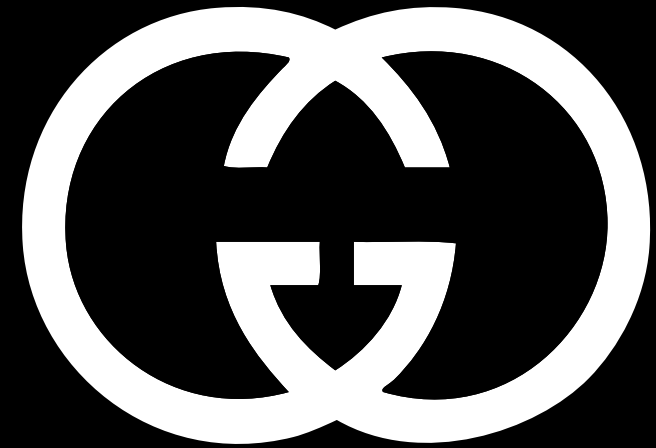
INTELLECTUAL PROPERTY *in the* FASHION INDUSTRY

TRADEMARK

**TRADEMARK
PROTECTION**



GUCCI



HERMÈS
PARIS

DKNY

DONNA KARAN NEW YORK



BURBERRY



LOUIS VUITTON

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**

**Without ownership there is
no incentive to innovate ...?**

UTILITARIAN OBJECTS **BECOME ART**



UTILITARIAN OBJECTS **BECOME ART**



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UTILITARIAN OBJECTS **BECOME ART**



UTILITARIAN OBJECTS **BECOME ART**



AN OPEN CREATIVE PROCESS





**UTILITARIAN MATERIALS
+ FASHION DESIGN**

= WEARABLE ART



**UTILITARIAN MATERIALS
+ FASHION DESIGN**

= WEARABLE ART



**UTILITARIAN MATERIALS
+ FASHION DESIGN**

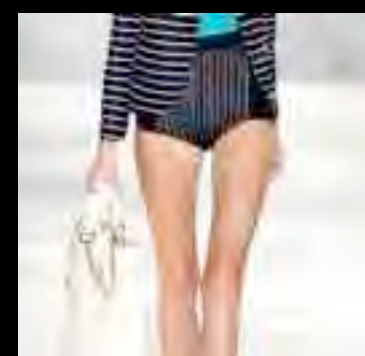
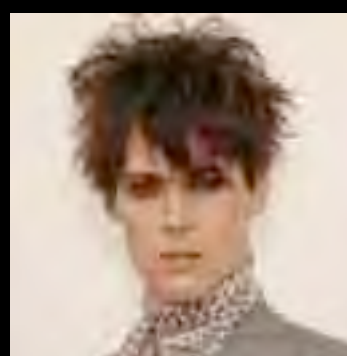
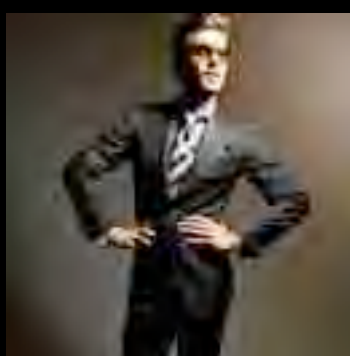
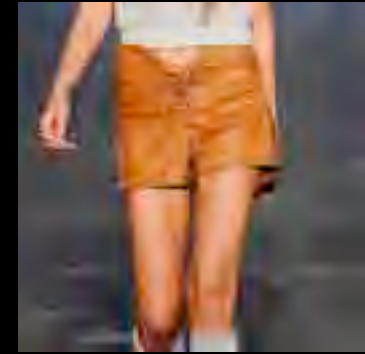
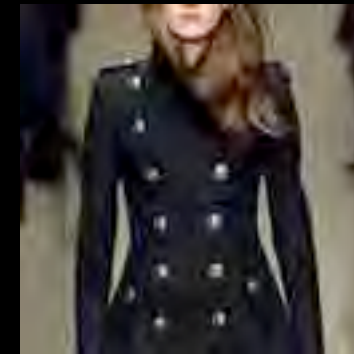
= WEARABLE ART

aluminum →

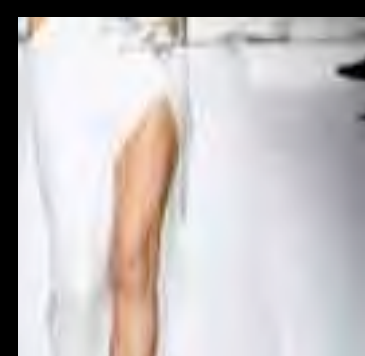
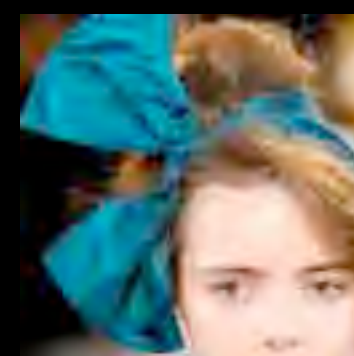
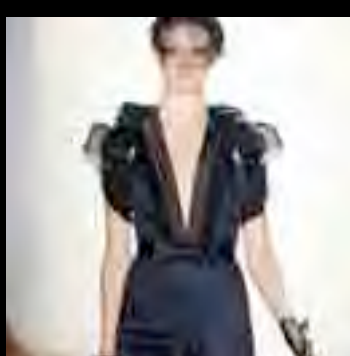
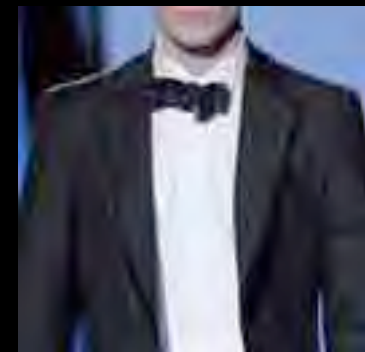
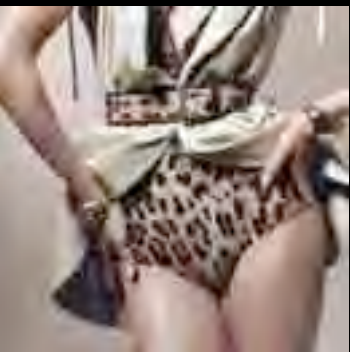


COPYING & TRENDS

Duck



Blond
Tabacco



TRENDSETTERS

PRADA



CHANEL



**PLEATS
PLEASE**

ISSEY MIYAKE



THE STREET



FAST FASHION



WHY HASN'T COPYING DESTROYED THE INDUSTRY?

the knock-off



*Steve Madden
"GINN" Heels
\$199.95*

the real thing



*Givenchy
Gladiator Ankle Boots
\$995*

WHY HASN'T COPYING DESTROYED THE INDUSTRY?



INNOVATIVE KNOCK-OFFS

Chanel



Knock-off



*Miu
Miu*

Knock-off



Chloe

Knock-off

THE VIRTUES OF COPYING

- Democratization of fashion
- Faster establishment of global trends
- Induced obsolescence
- Acceleration in creative innovation

EFFECTS ON THE CREATIVE PROCESS

STUART
WEITZMAN



MAKING SOMETHING
TOO DIFFICULT
TO COPY



INCENTIVES TO **NOT** COPY



Alexander McQueen

INCENTIVES TO **NOT** COPY



Balenciaga

INCENTIVES TO **NOT** COPY



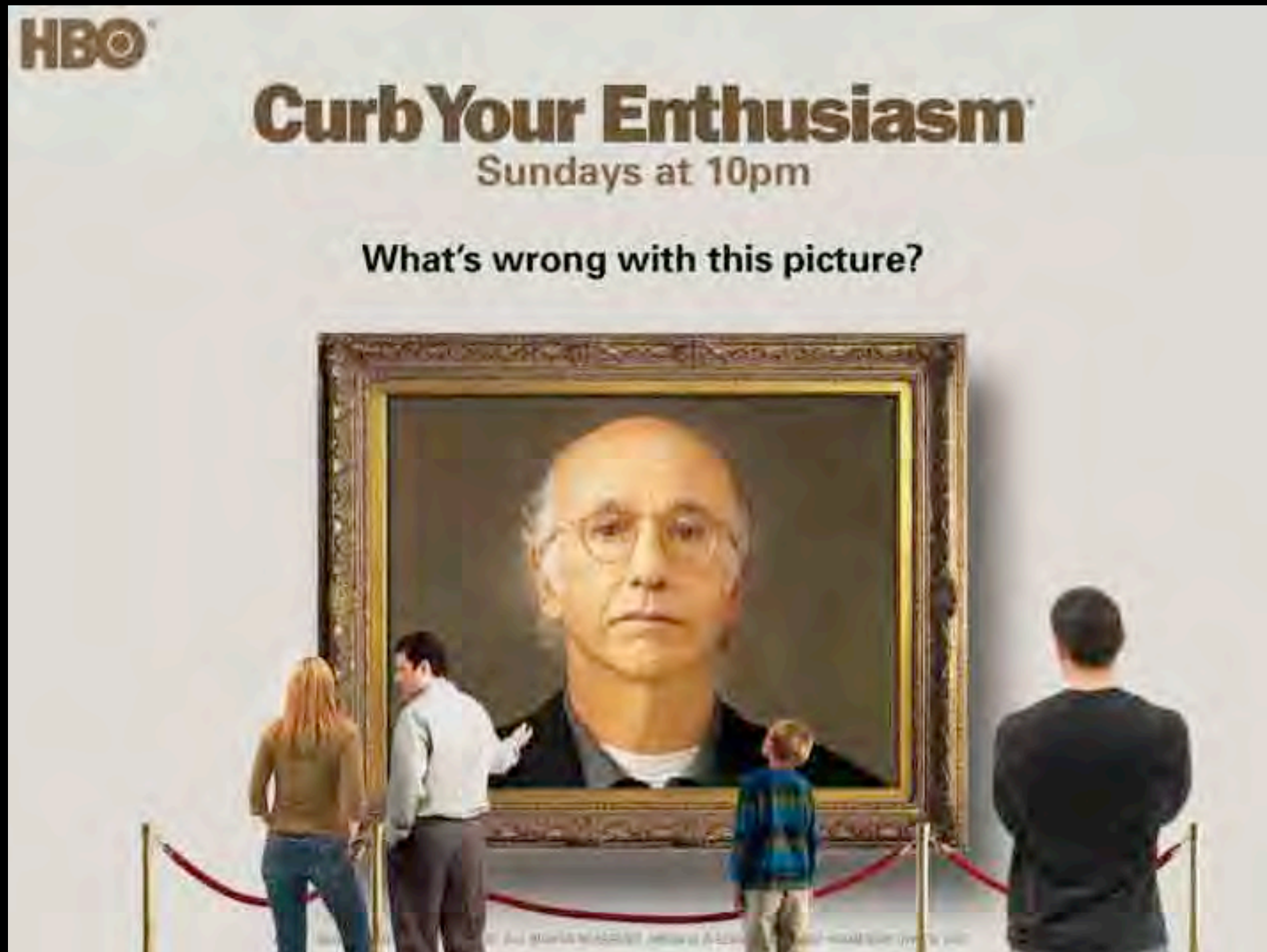
Rodarte

INCENTIVES TO NOT COPY

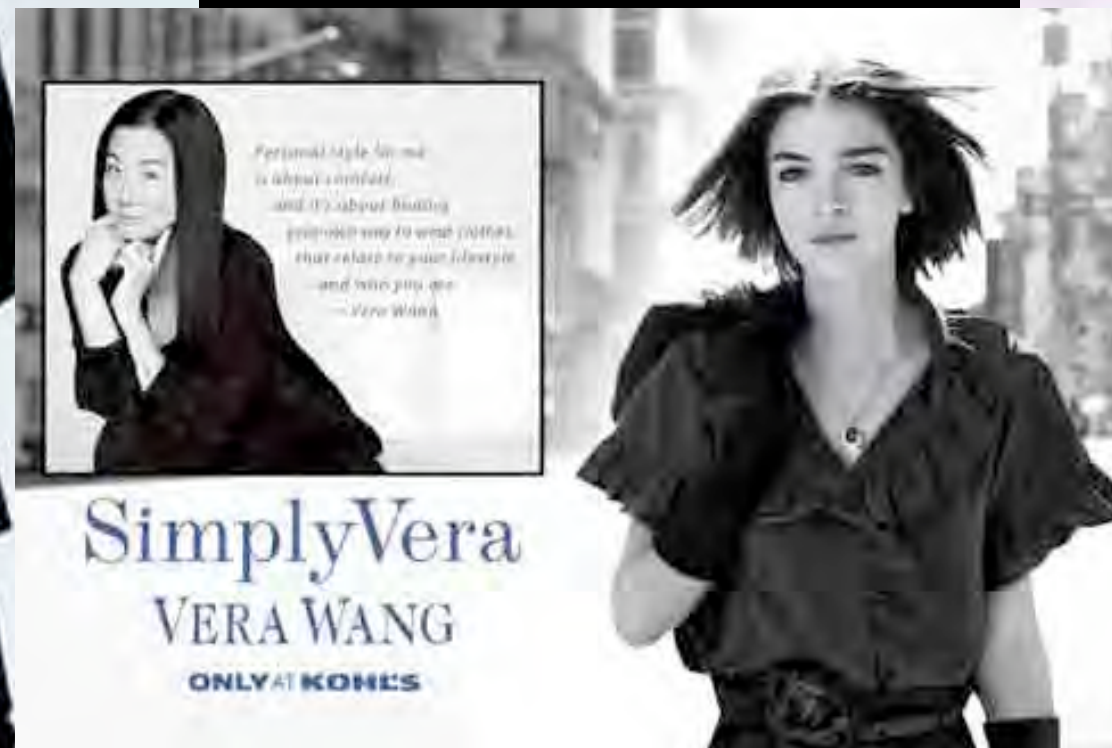


Galliano for Dior

FASHION DESIGNERS = COMEDIANS?



SELF-COPYING



International Comparisons



JAPAN



EUROPEAN UNION

HOW DO WE ESTABLISH STANDARDS FOR **NOVELTY?**



U.S. DESIGN PIRACY PROHIBITION ACT





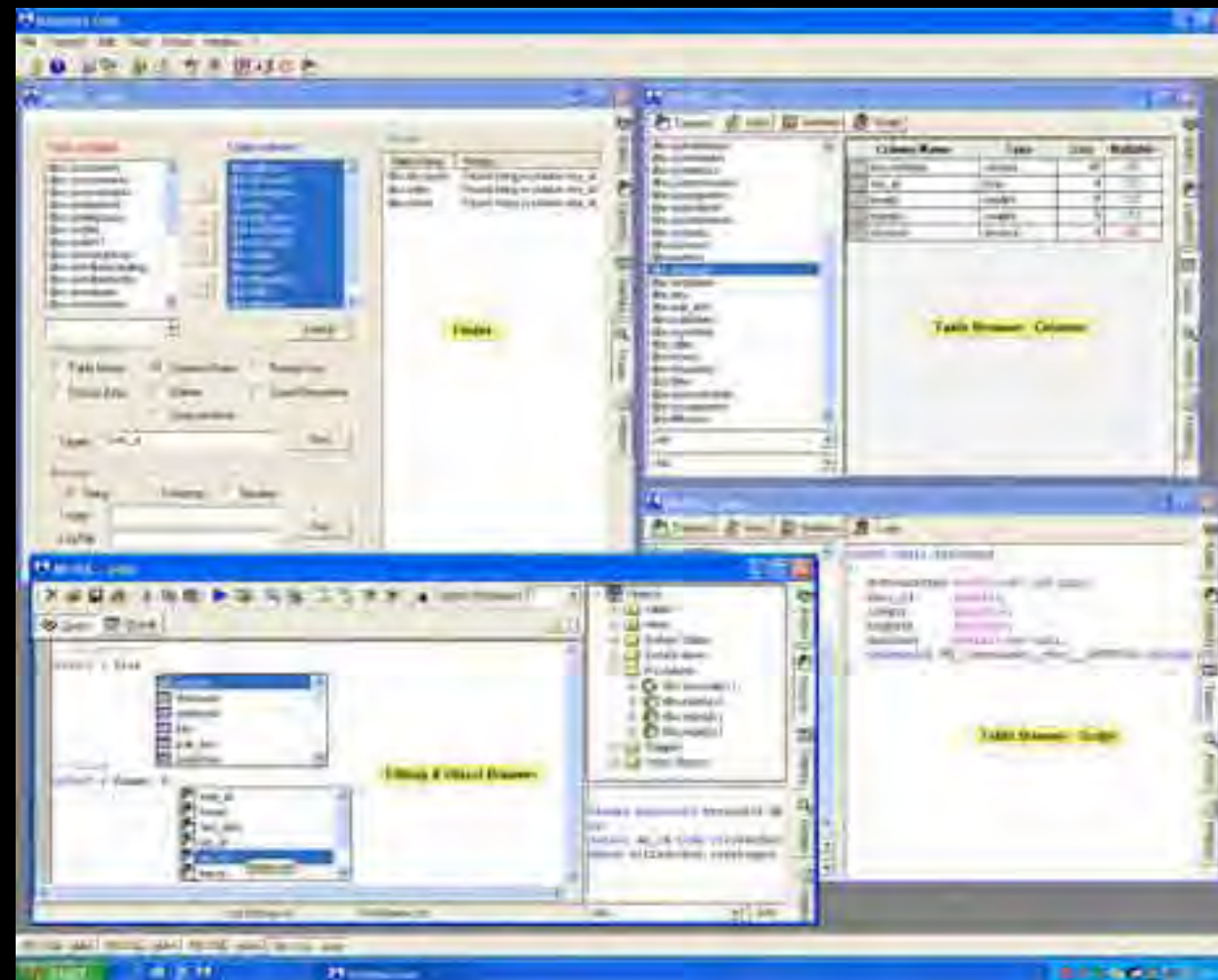














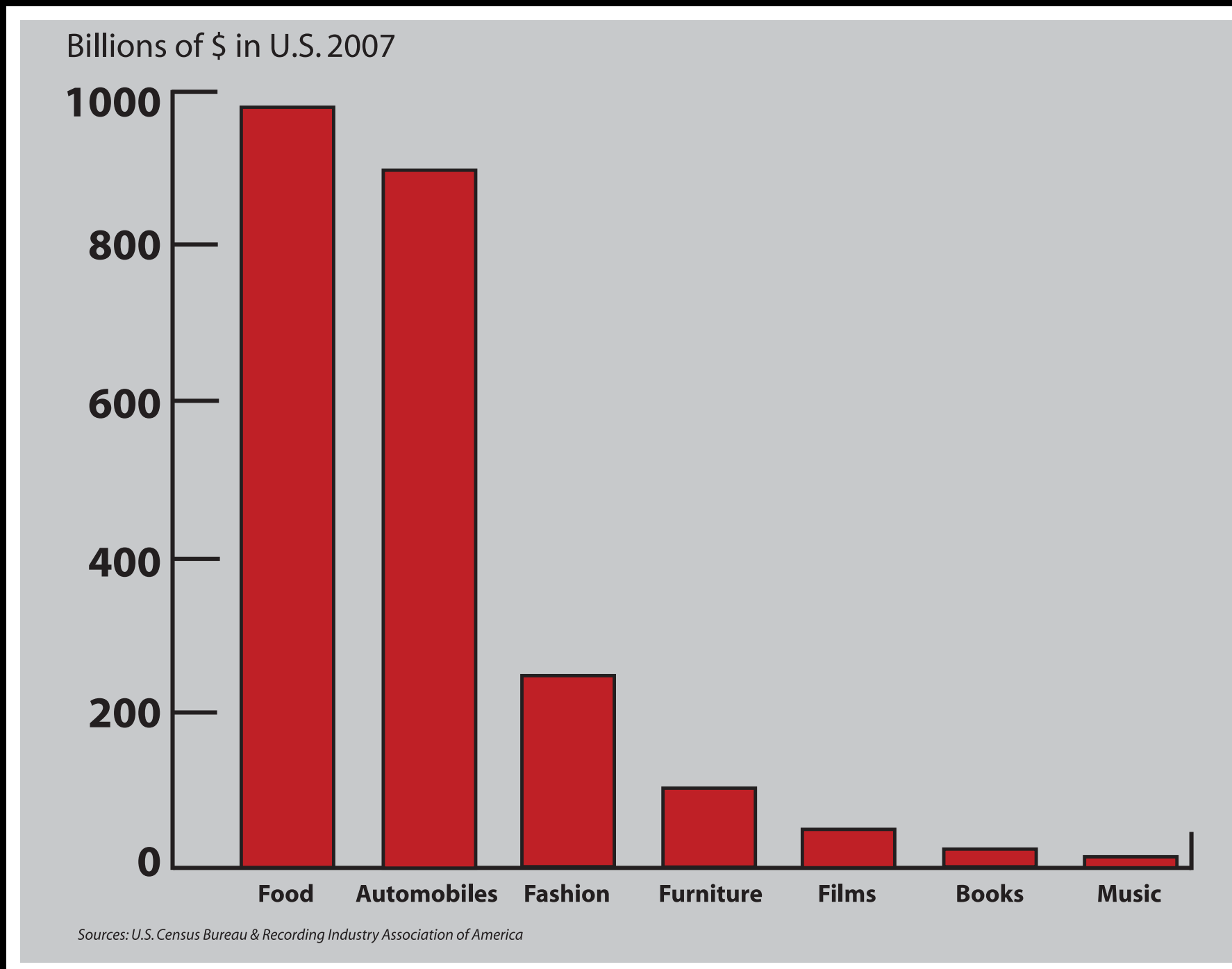








GROSS **SALES** OF GOODS



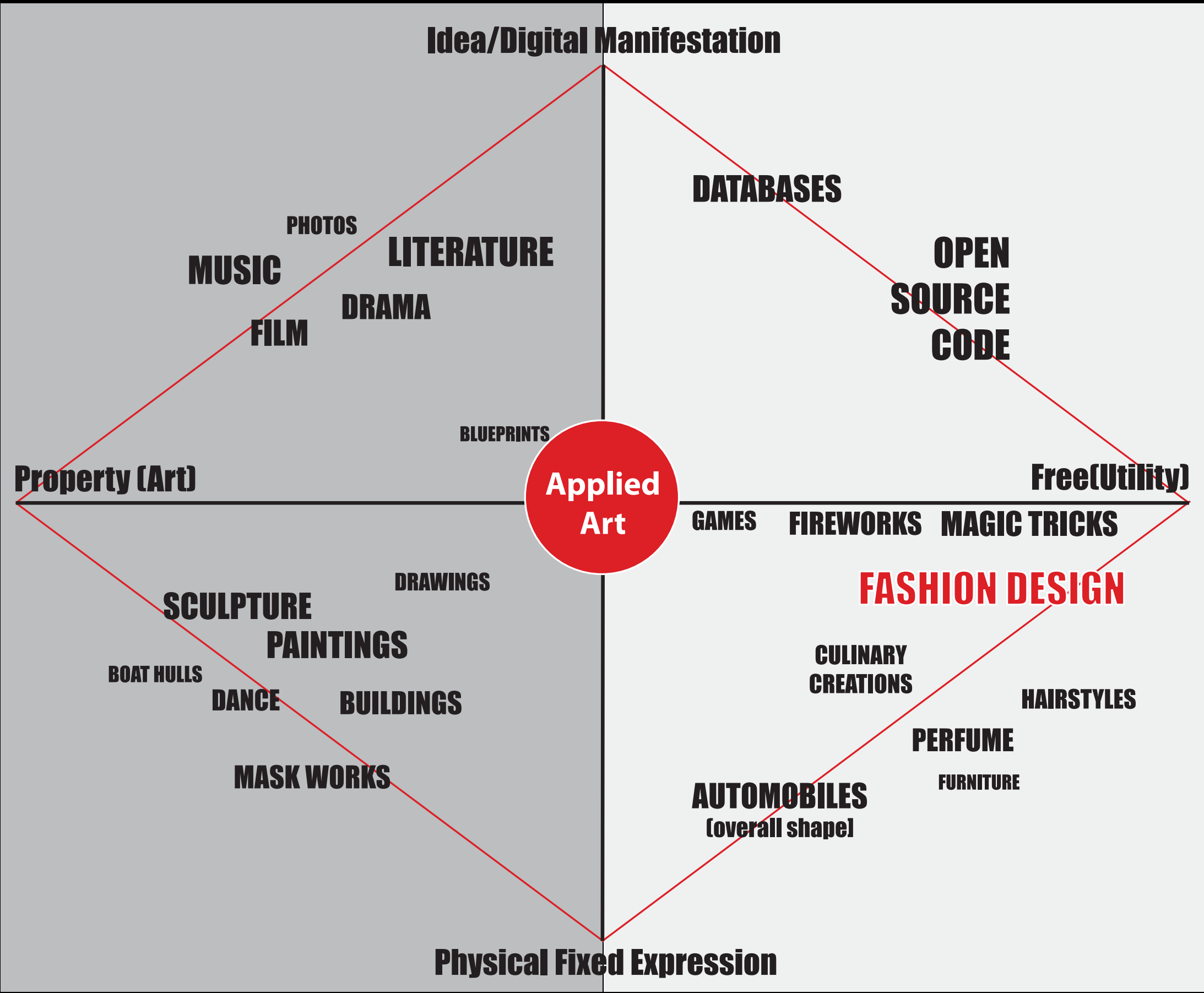
LOW **IP** INDUSTRIES

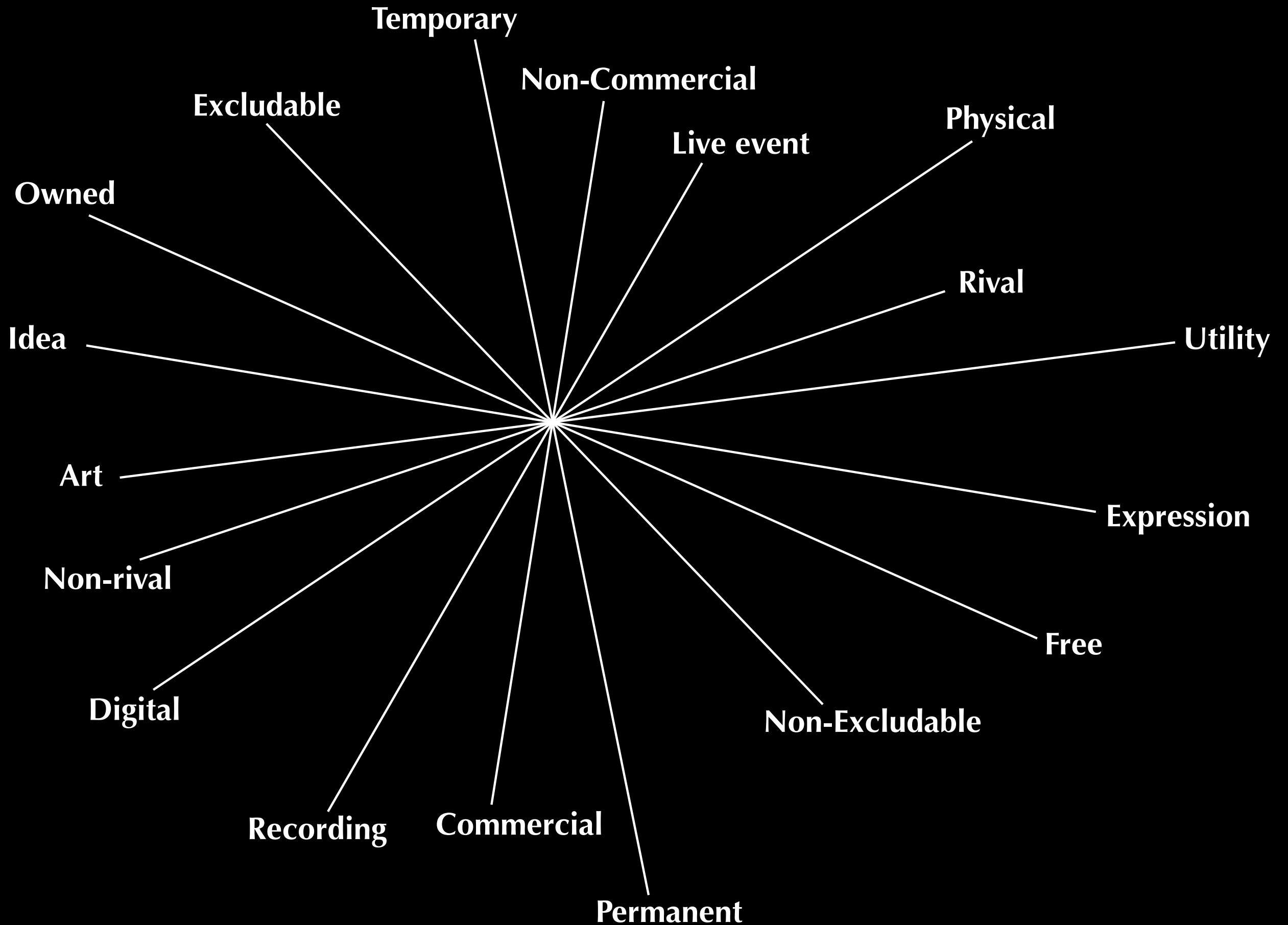
HIGH **IP** INDUSTRIES

Fashion's **Dirty** Little Secret

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INNOVATION & CREATIVITY IN THE FASHION INDUSTRY

JOHANNA BLAKLEY

WWW.READYTOSHARE.ORG



← Veronica Jauriqui



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