

What is "FASHION"?

Fashion refers to the most popular **clothing** and **accessories of the moment** (such as shoes, belts, glasses, bags, watches, earrings and other accessories).



What does intellectual property have to do with fashion?

It helps protect the original or innovative elements of products and services, and is essentially the only way to guarantee exclusivity over several aspects:

TRADE MARKS

Protect the names, slogans or logos of companies and of their products, and are used to identify the origin of goods and services.



INDUSTRIAL DESIGNS

Protect the aesthetic aspects of a product, such as the combination of colours, lines, shapes or textures, which produce a unique impression.



DOMAIN NAMES

Protect web addresses (URLs), which usually include brand names or product names (domain names are not always registered by the real trade mark owners).



PATENTS

Protect technology (solutions to a technical problem, not an aesthetic one), such as an intelligent perspiration system, a flat and waterproof screen, a stain-resistant fibre, a virtually unalterable material, zippers, or an anti-wrinkle fabric.



COPYRIGHT

Protects illustrations, advertising campaigns, photographs, catalogues, or the songs used in commercials.





You can
do it too

Coco Chanel grew up in an orphanage and, after singing in cafes and selling clothes for a living, she managed to build an empire thanks to her creativity and hard work. Today, her name is synonym for "fashion" and an inspiring example for all those who have nothing and want to succeed. Without the protection afforded by intellectual property, this would have been impossible.



What do you buy when you buy...



ORIGINAL FASHION

No damage. It boosts the economy, creating lawful employment.

It helps designers who are just getting started to be able to live from their craft without investing too much money.

It contributes to a sustainable trade.

Risk-free. As they have passed all the quality controls, the products that you buy pose no risk to your health or your household. In case of a defect, the seller will take care of it.



COUNTERFEITS

It destroys jobs.

It harms entrepreneurs who have good ideas, but cannot compete with such low prices.

It helps to finance organised crime (mafias).

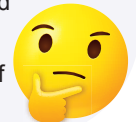
Counterfeits are devoid of any guarantees with regard to health, quality, shipping or refunds. Some of the most common consequences of buying counterfeit products are: allergic reactions or burns, spoiled clothes, teared fabric, potential injuries, lack of delivery, and lack of after sales service.



4 keys

to help identify
authentic
products when
shopping online

- 1 Avoid talking to strangers.** Make sure you know who the real seller is and if they are reliable. Ask them very specific questions and conduct a background search.
- 2 Pay attention to details.** Fake products have design flaws (some more obvious than others). Compare pictures from different websites and look for the reference number.
- 3 Certification stamps.** See if the quality stamps and logos are all there, and where they should be.
- 4 You get what you pay for.** If the price is too low, if you see several units of already discontinued products or pictures and descriptions only taken from other websites, do not take the risk.



WATCH OUT!

Pay attention to what you buy and where you buy it, especially online.

Counterfeiting hurts us all, whether as consumers, businesses or creators, and it is not always obvious to detect.

In addition to destroying nearly 90,000 jobs in Spain each year, counterfeits account for the loss of more than 460,000 million euros in sales worldwide, and 60,900 million euros in Europe alone.

Sources: [YoSoyLegal](#), [Europapress](#) and [EUIPO](#)



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