

# LEGAL COUTTURE

ISSUE 1 VOLUME

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CHANEL LOOKS  
FROM FASHION  
WEEK

SPOTLIGHT

ON THE BEST FEMALE  
LAWYERS IN HISTORY

RECENT LUXURY-  
FASHION LAWSUITS

ALL ABOUT TRADEMARKS  
COPYRIGHT AND PATENTS



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# *LEGAL COUTURE*

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Spotlight is a captivating column in our magazine that shines lights on remarkable individuals. Through in-depth interviews, thought provoking profiles and engaging features, Spotlight uncovers the stories behind the headlines, offering readers a deeper understanding of the individuals who shape the legal world.. Influential figures like Sandra Day O'Connor, are mentioned.



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## EDITOR'S LETTER

Welcome to our magazine! At Legal Couture, our mission is to captivate, inspire, and inform our readers by delivering compelling content that intersects the fields of both fashion and law. We aim to curate a mosaic of ideas and experiences that enrich the lives of individuals both inside and outside the courtroom. We empower our readers to inspire change and drive impact, being the next generation of leaders in the courtroom. We are dedicated to uncovering the extraordinary within the ordinary, fostering intellectual curiosity, and igniting meaningful conversations from legal perspectives. Through insightful articles, thought-provoking content, and bold perspectives, we strive to ignite passions and empower and inspire individuals, shaping a future where every leader has the inspiration to create a positive impact within their organization. Our audience consists of passionate individuals who strive to gain knowledge and are eager to explore new perspectives. We aim to capture the attention of a diverse audience, encompassing all age groups and backgrounds. With our commitment to excellence and our dedication to authenticity, we strive to inspire our audience and contribute positively to the compelling fields of fashion and law. Join us on this enriching journey, where every article is crafted with our readers in mind. As we step into the vibrant world of this edition, we are thrilled to bring you a curated collection of stories that celebrate creativity, innovation, and the human spirit.

In these pages, you will discover the latest trends in fashion, beauty, and law, as well as insightful interviews with industry leaders and visionaries. From exploring the intersection of fashion and law to delving into the future of sustainable living, each article is crafted with care to inspire, inform, and ignite your imagination and passion for fashion.

Each article is crafted with care and designed to inform, entertain, and inspire. In the fashion and beauty sections, we explore the latest trends and innovations that are reshaping the industry. From bold new styles to cutting-edge technologies, the world of fashion and beauty is constantly evolving, and we are excited to share the latest developments with you. One of the highlights of this issue is our feature on sustainable living. We take a closer look at how individuals and businesses are embracing



sustainability in their everyday lives and practices. From eco-friendly fashion to zero-waste living, we showcase the many ways in which we can all make a positive impact on the planet. As always, we are committed to bringing you stories that inform, inspire, and entertain. We hope that this issue sparks new ideas, ignites your passion for change, and encourages you to embrace your own resilience in the face of challenges.

Thank you for joining us on this journey. Your support and readership mean the world to us. We hope you enjoy our magazine as much as we have enjoyed bringing it to you.

**BROOKE DONNELLY**, *Editor in Chief*

## CONTRIBUTORS



## LEAH WIEBE    MADISON ROSE    ERIN ELIZABETH    GIDGET ANN

Leah has established herself as a respected voice, known for insightful commentary and in-depth analysis of the ever-evolving world of fashion. Her work has been featured in top publications, and their unique perspective and thoughtful observations continue to inspire and inform readers around the globe.

Madison is a seasoned fashion journalist with a keen eye for emerging trends and a passion for storytelling. With ten years of experience in the industry, Madison has established herself as a respected voice known for her insightful commentary and in-depth analysis of the world of fashion.

Meet Erin, a dynamic and innovative voice in the world of law. With a passion for her craft, and a commitment to excellence, Erin has captivated audiences through her creative and legal expertise. Erin invites readers to explore new ideas and embrace the beauty of law and fashion.

Introducing Gidget, a seasoned expert in law and fashion. Gidget has established herself as a leading voice in the industry. Through her engaging writing, and insightful point of view, Gidget offers a range of perspectives within this field. Sparking thought-provoking conversations and new ideas, inside and outside the courtroom.

ARE YOU READY TO BE REBORN?

HARVEY NICHOLS

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# LOUIS VUITTON & LAWSUITS

**L**ouis Vuitton, the well-known luxury fashion brand has faced several lawsuits over the years. Some of these suits are minuscule, and some are enormously controversial. Louis Vuitton is known to be one of the world's best designer brands. After reading about these "luxury" lawsuits, will Louis Vuitton remain the top favorite brand? Keep reading to find out.

## Louis Vuitton Vs. My Other Bag

Louis Vuitton is one of the world's most valuable fashion houses. They filed an infringement lawsuit back in June 2014 against a small company called My Other Bag (MOB). Louis Vuitton claimed that MOB was infringing upon their registered trademarks and designs. Louis Vuitton also claimed that MOB disregarded their requests to cease production of their alleged infringement designs. Some attorneys completely disregarded the case, while some argued against the luxury fashion house, claiming that MOB's designs led every consumer to see the "jokes" since a cartoon was adorned on the front of the bag over the top of a pattern that was nearly identical to Louis Vuitton's. In January 2016, an attorney declared the claims of Louis Vuitton were incorrect. The attorney claimed that they should accept the "implied compliment" of their designs. Louis Vuitton filed an appeal and claimed that the disregard for their case was impartial and unfair. Louis Vuitton claimed that the attorneys and judges involved incorporated their own personal views on the case.

Using another trademark on your own item or design usually requires a license. But, there are many exceptions to this rule. Many laws against trademarks and patents are severely difficult to understand, almost as difficult as they are to obtain. Under certain circumstances, you are not required to have a license if the purpose of the design is used for "parody." The District Court granted MOB summary judgment on the "false" declaration of Louis Vuitton. The Court claimed that since all of their products are classified as "parodies" they are not actionable threats against trademarks



and therefore not a violation of infringement laws. Louis Vuitton appealed this decision. On appeal, the Second Circuit affirmed the trademark infringement and found no likelihood of confusion against MOB's products. The Second Circuit declared that MOB's tote bags are parodic and therefore do not infringe upon Louis Vuitton's trademark designs. Something to note is that My Other Bag is not using Louis Vuitton's trademarks to increase their sales by pretending their bags are "dupes" for Louis Vuitton. They are not leading consumers to believe that these are Louis Vuitton bags or endorsed by Louis Vuitton in any way. The Second Circuit favored MOB causing Louis Vuitton to lose this lawsuit. Maybe Louis Vuitton should find a better fashion attorney.

Let's take a look at MOB's design and make relevant judgments of our own regarding whether the company violated Louis Vuitton's trademarked design. As you can see, the design almost looks identical. Did the court make a mistake?

## Louis Vuitton Vs. Atlanta Flea Market

Louis Vuitton is suing a small Atlanta, Georgia, flea market for millions of dollars, claiming it sells fake Louis Vuitton items. Louis Vuitton argued that the operators of the flea market completely ignored the activity of counterfeit goods being sold. Louis Vuitton claimed that the flea market was supposedly “repeatedly notified” and “fully aware” of these illegal sales.

This luxury fashion house mentioned numerous occasions where law enforcement dealt with counterfeit items at the flea market from those who sold goods at the market, including items portraying counterfeit LV trademark designs. Law enforcement arrested several of the flea market tenants for the sale of these illegal items. Georgia State Police used a search warrant to search the property for these illegal goods. Sixty out of the sixty-two booths were selling counterfeit goods. A total of eighteen tractor-trailer loads of items portraying counterfeit and infringing trademarks were discovered. Over 250,000 products were seized, about 70,000 of these being duplicate versions of Louis Vuitton bags. The value of these counterfeit products was estimated in the tens of millions of dollars.

With this claim, Louis Vuitton aimed to obtain \$2 million per counterfeit mark on each item, as well as any profit made from the sale of the alleged fake merchandise. This lawsuit is a huge win for Louis Vuitton. The Atlanta flea market is now in severe debt and several individuals are facing imprisonment.

The legality and detrimental punishment behind selling knock-off and duplicate versions of luxury goods should be more prevalent in the minds of businesses and consumers. Law enforcement should continue to re-establish their policies when it comes to discovering the many illegal websites and sales of counterfeit items. This huge issue remains today.

**Biometric Facial Scan Lawsuit:** Recently, a lawsuit was filed against Louis Vuitton for allegedly collecting facial scans of shoppers who use the brand’s website to virtually try on designer eyewear. Louis Vuitton is known for being a luxury multi-billion dollar company that has been referred to as the “world’s most valuable luxury brand.”

Their website includes a “virtual try-on” feature that several brands have begun to include on their websites. Individuals who use this feature have to enable their cameras and take a photo of their face to upload to the website to “try on” the items of their choice.

The complaint argues that Louis Vuitton allegedly collects biometric identifiers and information without the consent of the shopper. The opposing side claims Louis Vuitton fails to tell shoppers that this feature obtains their biometric information and identity. There is no specification regarding the purpose behind collecting this information, and there is no indication that this information would be destroyed. The lawsuit alleges a violation against the Biometric Information Privacy Act which requires companies who collect biometric information to obtain consent from the consumer before collecting it, and destroying this information after receiving it. This act also requires companies that collect biometric data to develop a written policy that establishes these guidelines. Louis Vuitton is facing severe charges for this illegal act.

Now that we have seen the behind-the-scenes of some of the biggest Louis Vuitton lawsuits, does Louis Vuitton still obtain the title of the “world’s best/most valuable luxury brand?” Louis Vuitton might win cases surrounding counterfeiting and infringement of their own products, but what about this luxury brand collecting images of your face without your consent? Now this is something to consider. ■



**EVERYTHING YOU NEED TO KNOW ABOUT INTELLECTUAL PROPERTY PROTECTION**

**T**rademarks, copyrights, and patents are some of the hardest things to understand in the world of fashion. There are several laws, rules, and regulations that fashion attorneys must understand. Being an attorney who deals with patents is one of the most difficult jobs one could have, especially when it comes to the complex industry of fashion. Understanding intellectual property laws is complicated for attorneys, let alone fashion designers, journalists, and anyone else in this industry. If you are a fashion designer, protecting your intellectual property is one of the key components to success. Anyone who works in this industry should have a good basis of knowledge on these terms. Read on to learn more about trademarks, patents, and copyright laws in fashion. Intellectual property is an umbrella term for several parts of law. Essentially intellectual property law involves the protection of property.

Copyright is a form of protection for artistic works, while patents are usually for inventions. Both of these work together to encourage innovation and protect new designs or items. Trademarks are different. Pertaining instead to things that are not newly designed. Trademarks are about protecting any signs, symbols, or designs that indicate a company. Intellectual property and trademarks are known for protecting many works both new and old, in the fashion industry. There is one basic rule to understand when understanding what is protectable under copyright. Whatever is being copyrighted has to be unique. Copyright cannot be obtained if it is anything functional. The U.S. copyright office made a decision years ago claiming that all fashion is functional, yet that does not mean that every piece of clothing, or accessory has the ability to obtain copyright protection. There are a lot of unspoken rules and confusing aspects of this type of law. Obviously, there are several exceptions to copyright that do apply to the fashion industry.

One of the most important pieces is jewelry. Jewelry is not functional, it is concretely for decorative purposes. The copyright rules behind jewelry are very specific and essential to understand. Jewelry gets a lot of copyright protection because it is more like art, art is the basis of copyright protection.

Another big area of fashion that applies to copyright is certain two-dimensional designs and fabric patterns such as lace. The doctrine of conceptual separability is how you get protection for two-dimensional designs such as fabric prints, patterns, and more. The copyright office declared that dye on fabric is not much different from paint on a canvas. Once you have a good understanding of the rules and regulations associated with copyright, it is important to note that obtaining copyright protection is one of the easiest forms of protection to obtain. Once you apply, your design is automatically protected. This is useful for smaller fashion designers, or any designers who are creating their own fabric or pattern. Now that you have a better understanding of copyrights, let's learn about patents.

Patents are very difficult to obtain in fashion. There are many different types of patents, most of which are not applicable to fashion. Design patents or utility patents are the only patents that could apply to this industry. Although copyright has to be original to the creator, patents have to be something that is not only useful but new to all of the world. Patents can usually be obtained on unique items like clasps, locks, zippers, the iconic Alexander McQueen rings on purses and materials like Velcro. The other requirement for patents is that they must not be obvious. It has to be something that no one has ever thought of doing before, like using rings as purse handles. Copyright is automatic and easy to obtain, but patents are severely difficult to obtain. Patents are time-consuming and very expensive. Be prepared to spend anywhere between \$5,000-\$10,000. Usually, a patent attorney is needed to file a patent. Patents take several years to obtain. It typically takes fourteen to sixteen months before a patent is approved and issued, which in the world of fashion might not be worth it. By the time you get the patent, the industry is already onto the next big thing. Patents could only be worth it if you are going to use the new design for many seasons to come, like Alexander McQueen or Judith Leiber. Design patents are a bit easier to obtain.

They usually pertain to functional items, but they are involved with the ornamental or decorative aspect of these designs. Any new sculptural model of a shoe or hardware on a handbag could be applicable to a design patent. Alexander Wang has a number of design patents for his work. Getting a design patent is cheaper than getting a utility or plant patent. Design patents are estimated to be about \$4,000-\$6,000. But they are not any easier to get than a typical patent, and they usually take a while, maybe less than two years but not by much. Trademark protection typically can't apply to an entire garment or accessory, but it helps protect logos or labels. Trademarks are not as cheap as copyright, but also not as expensive as a patent. Usually, attorneys will take this route when it comes to trying to obtain protection for an item. They usually tell their clients to focus on gaining trademark protection on logos, compared to anything else. You have to register each trademark separately. For example, you would have to apply to get a trademark on clothing, shoes, or accessories all separately. Even though they might have the same logo, the trademarks do not overlap. A trademark is much quicker to obtain and is usually up and running in four to six months. Symbols tend to take longer to trademark, but any logo such as the Louis Vuitton "LV", Gucci's "GG" and Chanel's "CC" are easier and quicker to obtain since they are just letters.

Once a designer obtains a trademark, it provides a relatively strong form of protection. Ultimately, under U.S. laws and regulations, everyone has some form of trademark protection even if they don't apply or request for it. But, if you take the next step and ensure further trademark protection for your logo, you will have a better and stronger chance of protection. Trademarks are the most valuable for well-known brands, but small brands can still register for trademark protection if they please. The only issue is that when small and emerging designers apply for trademarks, they are usually disregarded. Typically the copiers will take everything but the trademark because the trademark is less known and not as valuable.

Trademarks have other sectors just like patents. For example, trade dress, arbitrary marks, service marks, and others are the various types of trademark protection for different items.



it only exists in a few countries, such as Europe, Brazil, Japan, etc. This makes sense as to why this type of protection is relevant since these countries are the fashion powerhouses of our world. The United States is not known for its fashion expertise.

Trademarks, copyrights, and patents are essential to understand if you are interested in being a fashion designer or attorney. Whatever path you choose, you must further your understanding of these several sectors of Intellectual Property protection. ■



One final noteworthy form of trademark protection can be referred to as a trade dress. Trade dress protection is usually for packaging or parts of a design, typically like Tiffany blue boxes, and Louboutin red soles. When you look at a pair of heels and see the red soles, you know they are Louboutin's they allude to the logo and brand the item is associated with. Therefore the red soles serve as a form of trade dress. Trade dress, like other forms of protection, typically protects famous designs or bigger, more well-known brands. The trade dress protection means that there is "secondary meaning in the mind of consumers."

Something else to consider is when intellectual property protection is involved, it varies based on location. Oftentimes, you can have protection in the United States, but nowhere else. It varies based on various laws, rules, and regulations relevant to your location, and the area in which the protection was obtained. This typically applies to fashion, since it provides protection for both the functional and aesthetic aspects of certain designs and items. This type of protection does not exist in the United States,

**S**hannon Bream, is a jack of all trades. The former model turned journalist and attorney for Fox News. Bream is also an author who is known for her Christian faith and Conservative views. Born on December 23, 1970 in Tallahassee, Florida. Bream is the daughter of Linda and Law Enforcement Officer Clarence Edward DePuy Jr. She studied at Liberty University in Virginia. During her college years, she won the pageant title Miss Virginia in 1990. She participated and finished in the top ten of the Miss America Pageant in 1991. She was awarded a scholarship for her position in the pageants which covered the majority of her undergraduate education. Bream graduated from Liberty University in 1993 with a degree in Business Management. Even though she decided to get a business degree and moved on to getting a law degree, ever since she was a young girl she wanted to be a journalist. She was inspired from a young age when she would see beautiful female journalists on TV and she dreamt of that being her one day. She felt she wouldn't be successful in the field of journalism, so she went to college for something that was interesting to her, but not her true passion.

At Liberty University, she met her lifelong partner Sheldon Bream. They were friends in 1990 and over time grew in love with each other, after dating throughout college, they got married in 1995. After getting married, She moved back to Tallahassee to attend law school at Florida State University. While she was at law school, she won the Miss Florida USA Pageant in 1995, and she placed fifth in the Miss USA Pageant. Her scholarships from the pageants she won yet again paid for her education. She graduated with a Juris Doctorate with Honors from Florida State University in 1996. After graduating law school she moved to Tampa, Florida where she specialized as a race discrimination and sexual harassment lawyer. Shannon Bream always had a talkative nature about her, she knew she had immense skills in communication and thought she could portray this in the law field. Bream hardly lasted five years in the law profession. Her childhood ambition of being a journalist was always in the back of her mind. Eventually, she decided to make a career shift and follow her utmost passion. Despite the disapproval from her parents, she moved to Charlotte, North Carolina in 2001 where she began working as a reporter for WBTV.

Bream's boss at WBTV told her that she would never make it in this industry. After three years at WBTV, she was fired. She didn't let this hold her back though, she didn't go back to her law or business degree instead, she kept pushing. She got a job at Washington D.C.'s affiliate WRC-TV. From there she covered general assignments and worked as a weekend News Anchor. While she was at WRC-TV she met the managing editor of Fox News who inspired her to audition for Fox News despite the setbacks and disapproval she faced from others in her life.

Shannon Bream obtained the position and began working for Fox News in the Washington D.C. office. This is when her career truly started to kick off. She began at Fox by putting her knowledge of the law to use. She originally served as the channel's supreme court respondent. Bream began working her way up the corporate ladder. She has grown through the ranks becoming a host of several programs. Most recently, in August 2022 it was announced that Shannon Bream will be the permanent News Anchor of Fox News beginning as of September 2022. In addition to being the main News Anchor of Fox News, she also is the face of many other Fox News programs such as The Five, Special Report, America's Newsroom, and many others. In addition to being a news anchor for Fox News, Bream is currently Fox News Legal Correspondent.

Married to her lifelong partner of nearly three decades; Sheldon Bream, Shannon Bream's life is full of rollercoasters. Her marriage with her husband began to go through a rough patch when Sheldon was diagnosed with a brain tumor. Shannon Bream never left his side, they are each other's biggest supporters. Today, he is now tumor-free. Bream talks about this journey in her book and said this was a pivotal moment in her life that brought her closer to God. Not only did it strengthen her faith, but it also strengthened their marriage.

Sheldon and Shannon Bream are truly the ultimate power couple. Like his wife, Sheldon is a communicator but he has gone the route of being a public speaker. After studying Sports Management and Business at Liberty University her husband worked with the Washington Speakers' Bureau as the Director of Bureau Relations.

He began to expand his endeavor and has developed his own public speaking company known as the Bream Speakers Management. Bream Speakers Management trains speakers and connects them to their clients. The power couple has yet to have children, and they never will.

Earlier on in their marriage, they were too focused on their careers. Once time passed, they reached their fifties and it was too late to have kids. They are content with their life together and knew this was in God's plan for them all along. Instead, they have a dog.

Shannon Bream has published three books that have debuted on the top of the New York Times Bestsellers List. The first is *Finding the Bright Side: The Art of Chasing What Matters*. In this book,

Shannon talks about authenticity, humility, and trusting in God. Whether it's her work day as a reporter, her experience in law school, or her pageants in Miss America, this book explains how Bream has spent her life experiencing many high-pressure environments that have ultimately made her who she is today. In this hilarious book, she shares the behind-the-scenes of her everyday life which has shaped her to learn the values and faith that allow her to stay grounded in a world where everyone wants you to be something you are not. Bream's second book is a book called *The Women of the Bible Speak: The Wisdom of 16 Women and Their Lessons for Today*. With Shannon Bream's powerful stance as a woman, and her christian faith she began to write books



to show the significance of women in the Bible. In this book, Shannon Bream opens up to the lives of these sixteen Biblical women. She divides them into pairs and compares and contrasts their journeys. In comparing their stories, Bream reflects not only on the meaning of

each woman's life but how they relate to other women in the Bible, and women in our modern society. Her third book is *The Mothers and Daughters of The Bible Speak: Lessons on Faith from Nine Biblical Families*. This book expands on the phrase "Have faith" and what it looks like to live out in our daily lives.

Bream expands on more women of the Bible and examines their lives to see how following God's plan can turn our world upside down. This book goes along with the first book in the series, and Bream's second published book: *The Women of the Bible Speak*. Shannon Bream is an inspiration to many. Her incredible faith and her drive and motivation to succeed are the foundations in which she lives her life. Bream's career in both the law field and journalism is extraordinary. She has built her empire upon her lifelong passions and has found a way to incorporate all of her passions into one career. Shannon Bream's talented personality makes her an incredible communicator as an attorney and news anchor. Bream has left a legacy far beyond the News Channel.

**S**andra Day O'Connor was born on March 26th, 1930 in El Paso, Texas, and died at the age of ninety-three on December 1, 2023, in Phoenix, Arizona. Sandra Day O'Connor was the very first woman to serve on the United States Supreme Court. Her legacy as the first female member of the Court is immensely inspirational and many of the decisions she made have been extremely influential. Sandra Day O'Connor moved from Texas because of the lack of educational opportunities. She graduated from Radford School of Girls two years early. At the young age of sixteen, O'Connor was accepted to Stanford University where she received her undergraduate degree in economics in 1950 and her law degree in 1953. At Stanford University she met the future chief justice of the U.S. William Rehnquist. Shortly after she graduated in 1953, she married one of her classmates, Jay O'Connor III. As a woman in the 1950s, O'Connor found it difficult to find work in law firms, despite her academic achievements. Luckily, a firm offered her a job as a secretary. It wasn't an attorney position, but at least she was able to work in a law firm like she always dreamt of. She worked her way up and eventually became a deputy district attorney in San Mateo County, California. After a small break in her career, her husband who was a member of the U.S. Army Judge Advocate General Corps, moved to Germany. In Germany O'Connor served as a civil attorney for the Army in 1957. After serving as a civil attorney for a few years, Sandra and Jay O'Connor decided to move back to the United States. From there, she pursued a private practice in Arizona where she became an assistant attorney general for the state in 1965. With her intense conservative views, she was elected as a Republican to the Arizona Senate. She was the first woman to uphold a position such as this. This was the leading moment in her career, that led to her ultimate success of being the first woman to serve on the United States Supreme Court. After being in the Arizona Senate up until 1969, she was elected as a judge. She upheld this position until 1979. In July of 1981, President Ronald Reagan nominated her to fill a vacant spot in the Court. President Reagan described O'Connor as "a person for all seasons," deeming her worthy to the Court, which was previously all run by men. Sandra Day O'Connor was sworn in as the first female justice of the Supreme Court in 1981, and abortion rights. Her biggest and most controversial moment in her career involved the Roe v. Wade decision in the case for abortion rights titled Planned Parenthood v. Casey.

She served as the swing vote who reaffirmed this decision, despite the conservative desire to overturn Roe v. Wade. Sandra Day O'Connor remained strongly opinion in regards to abortion. Despite her Christian views and political association. Since she was appointed by Republican President Ronald Reagan, this caused some controversy among the executive and judicial branches. O'Connor was known for her extremely stubborn spirit. She emphasized the importance of equal protection claims. It was declared that there were unconstitutional boundaries that were fundamentally unexplainable on no other grounds except for race. Not to anyone's surprise, O'Connor sided with the liberal members of the Court, just as she sided with the liberal members on abortion. It was under both the topics of race and women's rights that she aligned with more liberal views. Everything else, she identified as a Republican. But, her votes were always unpredictable and confusing just as her stances on some topics. Sandra Day O'Connor was known for her stubborn, unpredictable, courageous, and empowering personality. Despite her contradictory views, she always sought to bring people and groups together. She thought fellowship within the Supreme Court was essential and she sought to bring the justices together regardless of their beliefs. O'Connor's legacy within the Supreme Court is important to recognize, regardless of any controversial moments within her career. What made her such a strong justice was her impeccable work ethic and extremely opinioned views. She was controversial yet strong and her willingness to vote for what she truly believed in, and not the beliefs aligned with her political party—is respectable. She was able to see things from different points of view, which made her successful in her position as a Supreme Court justice, working side by side with members whom she did not agree with. In 2006 Sandra Day O'Connor stepped down from her position and was replaced by Samuel Alito. O'Connor retired fairly young for a Supreme Court justice; at seventy-five years of age. Her decision to step down was based on her husband's health. Jay O'Connor III was diagnosed with Alzheimer's disease, and Sandra stepped down to take care of him. After stepping down, she remained busy. In 2006, she created a website called iCivics. This website was geared towards children and the purpose was to educate kids through fun games and activities about the branches of the government and campaigning.



Her purpose behind iCivics was to create a generation of well-educated political leaders. Despite leaving the bench, O'Connor was still very active and engaged in her legal career. She served as a visiting federal appeals court judge, and actively participated in speaking about issues she was passionate about for a few years. She also wrote several books such as *Lazy B*, *Out of Order*, and children's books *Chico*, and *Finding Susie*. In 2009, Sandra Day O'Connor was awarded the Presidential Medal of Freedom. She received over 100 distinguished awards and forty-one honorary doctorates from several universities across the country. In 2018, O'Connor was diagnosed with early-onset dementia and she withdrew from public life. In Arizona, the Sandra Day O'Connor Institute and the Sandra Day O'Connor College of Law at Arizona State University. The Governor of Arizona issued a proclamation establishing that September 25th- the day O'Connor was inaugurated into the Supreme Court- is deemed as the official Sandra O'Connor Day. Sandra Day O'Connor died from a long battle with dementia this past year, on December 1, 2023. Her legacy will continue to live on for years to come. She was an incredible attorney, politician, and jurist who is one of the most accomplished women in United States history. O'Connor has made a lasting impact on both the law and American Society as a whole. Sandra Day O'Connor is an inspiration to many women around the world. As O'Connor once said, "The power I exert on the Court depends on the power of my arguments, not on my gender." Sandra Day O'Connor will forever be known for her outstanding contributions to America. ■

**R**uth Bader Ginsburg was born on March 15, 1953, in Brooklyn New York, and died on September 18, 2020, in Washington D.C. She was known for her role for being the associate justice of the Supreme Court and the second woman to ever serve on the Court. Joan Ruth Bader was the youngest sibling of two children. At school, Ginsburg began to go by her middle name “Ruth.” Eventually, her middle name stuck, and Ruth is what she will always be known by. In grade school, she always excelled. Ginsburg was very active in school activities and got incredible grades. Compared to her classmates, she was always the most intelligent. Ginsburg explained how her family instilled the value and importance of education. Ruth Bader Ginsburg has always loved school, even at a young age, which prompted her incredible success in all of her endeavors.

When Ruth Bader Ginsburg went to high school, her mother was diagnosed with cancer. Her mother died four years later, and Ginsburg did not attend her graduation ceremony since her mother had just passed. Although she didn’t attend the ceremony, she still graduated with honors and an impeccable record. The following months after her graduation Ginsburg attended Cornell University with a full scholarship. During her time in undergrad, she met her future husband Martin Ginsburg. Ruth Bader Ginsburg graduated from Cornell in 1954 earning a bachelor’s degree in Government, with high honors and distinction in all subjects. Not only was she known for her honors and distinction, Ginsburg was known for being her class marshal in the Colleges of Art and Science. Martin and Ruth Ginsburg got married nine days after graduating from Cornell University. The couple had two children together, all within a little over a year.

After graduating from Cornell University, Ginsburg attended Harvard Law School. While she was at Harvard she was one of nine women in her class of 500 students. She faced immense gender discrimination for being an educated woman in the 1950s. Ginsburg and the other eight females often provided the rest of the class with “comic relief” as the men thought it was funny that these women enrolled in a law program at a prestigious institution. Oftentimes, the women at Harvard were excluded from using the library.

With all Ginsburg was dealing with such as being a wife, mother, and attending law school in the 50s, she couldn’t deal with the discrimination much longer. She decided to transfer to Columbia Law School in 1958, where she finished her final year of her law degree. Throughout her law education, Ginsburg made both the Harvard and Columbia Law Review. Ruth Bader Ginsburg graduated from Columbia University at the top of her law class in 1959. Despite her impeccable achievements and intelligence, it was hard for Ginsburg to find employment after she graduated. In the 50s, law firms were against hiring women, especially women who identified as Jewish, or who were mothers and wives. Ruth Bader Ginsburg was essentially a triple threat. Eventually, she got a position as a law clerk for Edmund Palmieri, who was the Judge for the United States District Court for the Southern District of New York. She began working in 1959 and kept her position as clerk until 1961. After working as a law clerk, Ginsburg went back to her Alma Mater and began working as a researcher for Columbia Law School and their project on International Procedure. She maintained this position and was an associate researcher for about a year, she worked her way up to the associate director and continued on for one more year. In 1963, Ruth Bader Ginsburg decided to branch off in a different endeavor. She worked as a Professor of Law at Rutgers University and she taught there until 1972. Ginsburg worked hard and became involved in the American Civil Liberty Union (ACLU) and helped with founding the Women’s Rights Project in 1971. Ginsburg was directed back to her Alma Mater yet again. This time, she wanted to be more than just a researcher. She applied for a position as a Professor, and got the job! She was one of the first women at Columbia University who was hired and worked as a Professor of Law. Even though she was busy being a professor, she was still active in the ACLU and the Women’s Rights Project. She became general counsel for ACLU and served on the Board of Directors from 1974-1980. With her heavy workload, she stepped down as a professor and began working in the field of Behavioral Science Studies at Stanford University in 1977. With her incredible drive and motivation to succeed, her activity in several projects, and her impeccable job experience and education, Ruth Bader Ginsburg was appointed to the U.S. Court of Appeals

for The District of Columbia in 1980. She was nominated by President Jimmy Carter. This is where her true career and love for the law truly began to kick off. She served for thirteen years under this title. Ginsburg was then nominated as the Associate Justice of the Supreme Court in 1993 by President Bill Clinton. Ruth Bader Ginsburg accepted this incredible position and became the second woman to ever serve on the U.S. Supreme Court, and the first one to identify as Jewish. During Ginsburg's time in the Supreme Court, she was a huge advocate for gender inequality and women's rights. Ruth Bader Ginsburg wrote the official Court opinion for several cases. At eighty-seven years old Ginsburg continued to work and fight for gender inequality and women's rights as one of the main Justice's for the Supreme Court. She worked side by side with President Barak Obama on the Lilly Ledbetter Fair Pay Act. Ginsburg was known for taking initiative and working side by side with many President's on court cases involved with things she was passionate about. Ruth Bader Ginsburg was known for her liberal point of view, but she got along well with other conservatives on the Court. Ginsburg maintained a special connection with Justice Sandra Day O'Connor, who was the first woman to serve on the Supreme Court. Ginsburg gained attention for several of her strong opinions, and her outspoken spirit led her to become a "progressive and feminist folk hero." Several people believed she was too old, and not in good health since she survived cancer twice. But Ginsburg fought and said she would do her job until she no longer was fit to do so. Ruth Bader Ginsburg even attended her job the day after her husband died in 2010 because she said it's what he would have wanted her to do. Ruth Bader Ginsburg remained on the Court until she was ninety, becoming the oldest Supreme Court Justice in U.S. history. After retiring her health went downhill and she eventually died from metastatic pancreatic cancer on September 18, 2020.

Ruth Bader Ginsburg was one of America's greatest legal minds and was a role model for many women, especially female attorneys. Ginsburg was everything she ever wanted to be, a wife, mother, attorney, professor, judge, and justice. Ruth Bader Ginsburg could do anything she put her mind to, and she was a firm believer that everyone should have the same mindset. Growing up in the 1950s, she was discriminated against for being a woman which prompted her raging feminist views.



One of her most famous quotes is "women will have achieved true equality when men share with them the responsibility of bringing up the next generation." Ruth Bader Ginsburg will be remembered for her incredible mind, her career, and her beliefs.

**A**rabella Mansfield was born on May 23, 1846, near Burlington, Iowa, and died on August 2, 1911. If there is one woman who paved the way in American Legal History, it's Mansfield. She was the first woman in the nation who was admitted into the legal profession in all of U.S. History. Arabella Mansfield was an educator before she was a litigator. She graduated from Iowa Wesleyan University in 1866. Shortly after graduating, Mansfield taught Political Science, English, and History at Simpson College in Indianola, Iowa. Throughout her years teaching, she was married to her husband, John M. Mansfield who was a professor at Iowa Wesleyan University. When she first got married, she stopped teaching. But shortly into her marriage, she began working as a Professor of English and History at her Alma Mater, Iowa Wesleyan University. As Arabella Mansfield and her husband were educators, they valued education and thought it was important to educate themselves. They both studied law together and made a big decision together; they applied for the Iowa Bar Exam in 1869. Prior to 1869, the law profession was not developed, and no one could imagine what a lawyer was like, especially a female lawyer. The Bar examiners claimed that Mansfield's results gave "the perfect rebuke as to why ladies cannot practice law." Despite their sexist comments, Arabella Mansfield passed the Iowa Bar Exam with flying colors and became the first woman in the nation to pass the Bar and be deemed as a lawyer. The education system was much different in the 1800s, and therefore the Bar Exam was not as rigorous then as it is today. Arabella is known for her position as an educator and professor. In that time, degrees were possible to obtain but the hierarchical structure and titles did not exist at that time. Even though Mansfield didn't practice law, she passed the Exam to show she could do it. She is one of the many women who went against the societal stereotypes of her century and proved people wrong. From her incredible score, Iowa was the first state in the country to lift the female restriction for taking the exam.

Even though Mansfield did not continue with law, she had passed that exam which determined the way she was viewed in society. Today, many people are inspired by her courageous act. But in her time, she was looked down upon for being a female who was educated and had the motivation to continue her education. Women in the 19th century who were educated were viewed as less than to their male counterparts. Women also thought they were weird for wanting "to do a man's job." Despite society's expectations, Mansfield decided to continue her education. She received her M.A. in 1870 and an LL.B. in 1872 from Iowa Wesleyan. Throughout her time in college, she helped organize the Iowa Women's Suffrage Society. In 1879 Mansfield and her husband decided to leave Iowa Wesleyan, and began teaching at Indiana Asbury University. Throughout her time at Indiana Asbury University, Mansfield had to take a two-year pause in her career to care for her husband. As a result, she experienced a nervous breakdown and many other mental health issues. Mansfield was placed in an asylum for several years. After entering the asylum she was never the same again. She did eventually recover and went back to teaching History, English, and Aesthetics at Indiana Asbury University in 1886. Arabella Mansfield was the dean of the school of art and music where she remained until her death in 1911. Arabella Mansfield is known for her iconic position as an educator, activist, and lawyer. One of the most overlooked yet successful women of all time, Arabella Mansfield is a powerful woman who started to pave the way for women's position in society. She proved that women could be educated, and do whatever they put their minds to. In competition with the men of her time, she proved that women were just as worthy to be in a position men were in. Throughout her career, she passionately fought for women's suffrage. Though suffrage was obtained much later in history, she was the one who took the initiative first and has led to the position women are in today. Many women of our day can learn a lot from Mansfield. Arabella Mansfield inspires many. ■

## LVMH'S SHARES UP OVER 7 PERCENT AFTER QUARTERLY REPORTS RELEASED

**L**VMH is a combination of several luxury fashion brands including Louis Vuitton, Tiffany and Co., Christian Dior, and Moët Hennessey. On January 25, a 10 percent increase was posted in fourth-quarter sales. High-end fashion is experiencing a rise in demand. Why is this? The economy is not flourishing, yet luxury sales are rising. Consumer debt is on the rise, and credit card debt for consumers has recently reached \$1 trillion. The relationship between these two events is contradictory. The Federal Reserve is currently trying to lower inflation and increase economic prosperity, but a threat of recession remains.

If a recession occurs, these luxury sales could plummet. Should consumers continue their luxury spending? Now would not be a good time for investors to buy shares of LVMH, since it is anticipated to plummet with the state of the economy and the threat of recession. Investors have grown skeptical about the future likelihood surrounding the industry. Yet CEO Bernard Arnault claims he is happy with the current growth rate, and says nerves should be reduced for future quarters because of the increase in sales in the fourth quarter.

These contradictory statements have led to immense confusion among consumers and investors. The luxury goods industry relies heavily on China. Over the past few years, the luxury market has tripled in size and has reached over 40 percent of global profits. The gains experienced on January 25, have provided a \$70 billion value to the top luxury companies.

But will this continue? Will the U.S. relations with China affect luxury sales and demand? Is growth projected to increase as time goes on? The chief financial officer of LVHM claims he is not concerned. Investors and financial analysts will keep an eye on LVHM and the state of the economy. Will the First Quarter of 2024 be as successful as the Fourth Quarter of 2023? Lookout for future updates on the success of these brands.



**CHANEL**

ROBERT BURG 1



**CHANEL**

# THE STATE OF ESTEE LAUDER



As of February 5, the iconic cosmetic company, Estee Lauder announced that they will be laying off 5 percent of their workers. The company employs around 60,000 people worldwide. This makes up about 71 percent of full-time employees, 16 percent of temporary, and 13 percent of part-time employees. The layoffs are expected to affect over 3,000 jobs. Estee Lauder claims that these layoffs will occur because of a new restructuring program that has been developed after the company experienced severely low profits over the past six quarters. This is expected to occur in the third quarter of this fiscal year. Just in time for when the recession is expected to hit. It is projected that Estee Lauder’s newfound restructuring plan will result in savings of about \$350-500 million in profit. But, they are faced with around \$500-700 million in charges for the implementation of this plan. The recovery plan marked a potential expansion for the company’s 2025 and 2026 business model. If this works the way they expect it to, the company is expected to achieve \$1.1 billion-\$1.4 billion in operating profit benefits. CEO of Estee Lauder, Fabrizio Freda, said the plan will allow the company to develop and restore profitability while increasing their position in the market.

The company remains optimistic about the future growth and opportunities of the business. The global beauty market is a profitable and trendy industry that is projected to grow as time goes on. Estee Lauder claims that adding this restructuring plan will boost their investments into “strong equity and desirability of its brands.” Estee Lauder is not the only brand that is affected by this economic downfall. Estee Lauder is a conglomerate brand that owns several popular beauty brands, in the haircare, makeup, and skincare sectors. Brands such as TooFaced, MAC, Bobbi Brown, Clinique, Jo Malone, La Mer, Smashbox, Tom Ford, and more are all associated with this company. Estee Lauder’s instability could cause a decrease in profits for several beloved beauty brands. In this attempt to lower expenditures and rebuild margins, will the beauty market collapse? Will Estee Lauder’s plan increase profits as they expect it to, or will this be the end of the iconic cosmetic company? Where does the potential recession come into play? Will Estee Lauder be able to recover? Will the other brands involved with Estee Lauder back out of this conglomerate business structure? Is this as bad for the company as it seems? The state of the economy and success business will reveal the affects of this issue.

## BIGGEST LAWSUITS IN FASHION

The fashion industry may seem glamorous. The only issues are what heels to pair with dresses, right? Wrong. Fashion, despite its glamor, has faced many legal issues this industry is no exception as one may assume. An industry valued over a trillion dollars is bound to have legal issues, and the financial future of brands could be in severe danger. The fashion industry is experiencing some changes. But this hasn't stopped companies from launching cases that could have huge effects on everything from trademarks to copyright issues, labor and employment, contract disputes, or loans. Read on to discover some of the biggest—and most notable lawsuits in fashion.

**Case 1: Forever 21 vs. Gucci:** Retail fast fashion company, Forever 21, faced a lawsuit against luxury fashion house, Gucci, for copying a silver jacket embodied with Gucci's classic red and navy blue striped pattern. It is clear that Forever 21 illegally copied this pattern, and therefore asked the court to invalidate the stripes altogether. Gucci, unsurprisingly didn't take it kindly. Gucci said these stripes are central to the brand's identity and referred to Forever 21's actions as "reprehensible exploitation." This was a clear infringement upon Gucci's trademarks and Forever 21 lost the lawsuit and faced legal consequences for these actions.

**Case 2: Puma vs. Forever 21:** Yet another lawsuit involving Forever 21... Famous athleisure brand Puma claimed that Forever 21 was selling exact copies of shoes from a popular celebrity, Rihanna's partnership with Puma. The brand is still trying to get these copies off of the shelves, even though a federal judge has rejected this twice. Puma has surprisingly had some issues with this case, as the judge dismissed all of the infringement claims. Forever 21's argument was Rihanna's collection wasn't "original enough." The courts remain skeptical and are keeping an eye on Forever 21. They are taking a serious look at trademarks on certain designs. Forever 21's lawyers must be as good as their infringement strategies.

**Case 3: Adidas vs. Sketchers** Adidas: doesn't appreciate Sketcher's duplicate version of their classic white sneaker. Several other shoes were

duplicated including the "Ultra Boost" shoe and the "Cross Court" shoe. In response, they filed a lawsuit. Sketchers essentially admitted to copying these shoes. The CEO of Sketchers posed to argue that their copying was legal...what?! As a result, the court has come down hard on Sketchers. Maybe Sketchers should revert back to making Twinkle Toes rather than copying Adidas shoe designs.

**Case 4: Chanel and Adidas vs. Amazon:** Now this is an odd combination...Chanel (the luxury powerhouse) and Adidas have joined forces in going after several websites and Amazon stores for selling items with fake merchandise, exact duplicates, and replicas of logos. The combined damages resulted in over \$250 million. The damages faced will likely be reduced by the court. But this was a huge case that resulted in severe fines and threats of imprisonment towards the sneaky counterfeiters. Amazon did face some backlash, but it was not entirely their fault. They are doing a better job at monitoring who is selling and what they are selling on their website. Popular companies are getting better about finding these counterfeit items, exposing the sellers, and taking action; therefore resulting in them being shut down by the courts. Fashion attorneys are working hard at adopting new strategies to identify counterfeiters and stop the trend of duplicating luxury items. Stay tuned each week for news



**S**pring 2024 collections are on the rise and adorn the runway in this year's most recent fashion week. This collection was lightly inspired by the Villa Noailles in France. This collection has a relaxed vibe, with strappy sandals, slouchy garments, and beautiful spring patterns. Chanel is more focused on a collection that represents the way in which women live their lives, rather than a structured, themed, runway collection.

Every look is adorned with many accessories sunglasses, tote bags, and unique pieces of jewelry, which add a classy and luxurious vibe to these stunning looks. One of the most loved techniques that Chanel embodies from the 1920s is layering extremely long pieces of jewelry. Some long necklaces are used as belts, or they adorn the necks and midsections of models. This choice adds a vintage feel to (almost) every outfit that embodies the beautiful yet iconic history of the brand. All roads at Chanel lead back to Coco.

Let's begin by talking about the fabric choices. Tweed is the newest trend this Spring. Almost every look incorporates this fabric. Tweed is classy, yet gives both a serious and playful feel to the looks. Geometric patterns, floral patterns, and stripes are the basis for this collection. I love how the designer layers some of these patterns on top of each other. It is unlike anything we have seen before.

Several garments in this collection incorporate low-cut "V" necklines that plunge down the center of the waist and accentuate the model's figures. Not only are these necklines sexy and stylish, but they allow a perfect space for the long layered necklaces. Are pockets in dresses making a comeback? What more could a girl ask for? Almost all of the dresses in this collection are enhanced with deep pockets that add a flowy, liveable vibe to these stunning tweed pieces. It is interesting to note the placements of the pockets. Some dresses have patch pockets on the front. When picturing a Chanel runway collection, you might assume that every look pairs with a gorgeous pair of Chanel heels... not this collection. Models are wearing gorgeous black Chanel flip-flops which adds a perfect summery vibe to these looks. Long tweed dresses with pockets, low "V" cuts, and flip-flops are an interesting

yet stunning combination. Big, bold, sunglasses have always been a staple accessory. Chanel incorporated sunglasses that match with the looks, or the patterns of the looks with almost every outfit. Nothing says it's Spring or Summer like sunglasses. Look number three is one of my favorites. The model wears a navy blue one-piece swimsuit with the classic black Chanel flip-flops you might assume this basic look is typical for summer. But not when a hint of Coco Chanel is added. A beautiful geometric pattern covers a shawl tied around the model's neck. It is open on one side and heavy on the other. This shawl-bathing suit combo is enhanced by the gorgeous black, Chanel crossbody that lies on the open side of this look. One of the unique additions to this look is the glasses with huge black frames. Surrounding these stellar frames are diamonds and a trendy glasses chain connected to the uniquely patterned shawl. What a unique addition to this seemingly basic summertime attire.

I'm absolutely in love with the Clueless-esque vibe of the many looks in this collection. Pink, tweed, two-piece sets are iconic. Several variations of pink tweed/plaid looks are essential in the Spring 2024 collection. Everybody is talking about the theme that has dominated the runway this season. Skirts of all lengths, blazers, jackets, shawls, slouchy tops, and more are all prevalent in this pretty-in-pink pattern. This season, channel your inner Cher Horowitz and Elle Woods, with a pink tweed set, inspired by the early 2000s. A beautiful pattern was created that also dominates several looks in this collection. A stunning black background embellished with flowers in an array of colors, with Chanel logos matching the flowers, is one of the most uniquely beautiful patterns I have ever seen. This is Chanel's signature pattern of their Spring 2024 collection. Look sixty-five, sixty-six, and sixty-seven are all similar in appearance, yet differ. This new signature pattern is incorporated into different garments including skirts, dresses, blazers, and pantsuits, all of which make up several looks that are essential to the Spring 2024 collection. Be on the lookout for updates on other luxury Spring collections, and fashion week in Copenhagen. Will there be similarities? ■

Will tweed and pink be the new wardrobe essentials this season? Will big, bold, glasses and jewelry pieces dominate the sector of accessories? What will the vibes for the Spring haute-couture season be? Stay tuned.



Pictured above is look three from fashion week. Note the iconic bold glasses.



Pictured above is look sixty-five with the gorgeous floral Chanel pattern.



Pictured above is look forty-six. Note the unique color patterns, stripes, and the pockets!



One of the many pink tweed looks.

# RALPH LAUREN



NEW YORK BEVERLY HILLS CHICAGO BUENOS AIRES DUBAI TOKYO HONG KONG LONDON PARIS MILAN MOSCOW

## THE LEGAL CATWALK

**I**n recent years, the relationship between the runway and the courtroom has become apparent. Beyond the fabric, the differing fields of law and fashion have been woven together. As a result, this beautiful design has shaped the industry in many ways.

In the fashion industry, designers seek protection for their intricate creations. The legal field plays a huge part in this by protecting the intellectual property of fashion designers. Trademarks, patents, and copyrights become the stitches that hold together the fabric of protecting the beautiful creations that adorn the runway. The courtroom, in this instance, becomes a runway for defending fashion designers and their creative expression.

Beneath the garments of clothing, this industry includes an extensive network of professionals. From this legal standpoint, issues regarding fair labor practices, discrimination, and intellectual property rights have become very prevalent behind the “seams” of this industry. This not only protects those working in fashion, but it also protects and ensures the fashion industry aligns with the law.

As luxury brands thrive, attorneys work to stop the battle of counterfeit couture. The legal fight between “knock-offs” and “duplicates” has become prevalent. Many court cases have stepped into the spotlight regarding other luxury brands copying other luxury brands, or dealing with the market of hidden online scams duplicating luxury goods and selling them for cheap. Fashion houses search for legal help to protect their products and their brand, while law enforcement works to stop the spread of counterfeit couture. The models of authenticity and imitation unfold in the courtroom, therefore causing legal action to be taken to protect the fashion industry.

Not only do the fields of law and fashion intersect in many aspects, but they especially intersect when it comes to debates surrounding freedom of creativity and expression. From controversial runway shows to illegal practices or statements adorned on garments, the legal system deals with the issues of defining the boundaries surrounding artistic expression.

In the fast-paced industry of fashion, the relationship with the legal system must be as intricate as the stitches on a Chanel gown. As the industry evolves, the legal presence must increase, ensuring that the runway remains a safe place for designers, models, and creativity. The intersection of law and fashion is a story of how legality weaves seamlessly into the vibrant fabric of the fashion world. Shaping trends, protecting creativity, and influencing how we express ourselves through style.



## LEVI STRAUSS VS BRUNELLO CUCINELLI

On January 24th, 2024, the basic jean brand Levi Strauss sued a well-known, luxury, Italian brand, Brunello Cucinelli, for infringing upon the significant rectangular tab that Levi Strauss Jeans are known for. The complaint was filed on Tuesday night. Levi Strauss provided several images and proof of Brunello Cucinelli's duplicate version of this tab. The main image is a pair of jeans with a similar description and appearance to Levi's and is retailed for more than \$1,000. The images portray a nearly identical version of this tab on several pairs of their luxury jeans, which Levi Strauss trademarked in 1938. This could cause a potential issue in sales and could affect the consumer relationship between both companies. Levi Strauss could face severe damage and issues surrounding this lawsuit if Brunello Cucinelli continues to copy and sell these infringing garments. The lawsuit is specifically surrounding the legal issues associated with intellectual property laws, trademark laws, and copyright. Levi Strauss could also experience damages and loss of profit from this illegal act. Brunello Cucinelli has not yet responded to the lawsuit. There is one issue that makes consumers and legal professionals skeptical: Levi Strauss has a history of similar court cases charging that luxury brands allegedly "copy" these trademarked tabs. Such brands as YSL have faced similar lawsuits, but they all ended in settlements. Both of the brand's positions in the market remain on the watch. Levi Strauss has gone stagnant since filing the lawsuit on January 24, and Brunello Cucinelli has experienced



more than a five percent increase in sales since January 24. Another thing to consider, is the tabs adorned on the back of Levi's jeans have been trademarked as red. Since 1938, the brand has released several jeans with different colored tabs ranging from red, white, black, silver, and gold. Based on the photos Levi Strauss provided, Brunello Cucinelli's jeans include a similar tab in the colors gray and brown, in the same placements (back pocket of jeans or shirt pockets.) Could Levi Strauss lose? Several fashion attorneys are working hard on this case, and the lawsuit remains in place. ■

## THE LEGAL BATTLE BETWEEN TEMU & SHIEN

Shien and Temu, both fast fashion Chinese companies, have accused each other of mimicking posts on social media and using web ads to trick consumers into downloading each other's apps. Roadget Business, which owns Shien's trademarks, filed a lawsuit in May of 2023 against Temu. Shien also accused its rival of infringing upon copyright laws, by using the same images to sell their products (which are also nearly identical in appearance and quality.) Temu's owner asked the judge to dismiss the case earlier this month. The legal battle continues to heat up between these rivals. When will this battle end?

The competition between these companies has increased, and as the lawsuit has taken place Shien's popularity has increased. As of May 2022, Shien's app was one of the most downloaded apps in the United States. Its social media presence has immensely increased. Whereas, Temu was not created until 2022. The Financial Times reported Shien's value in 2022 as \$100 billion. Once Temu was created, Shien's value began to decrease because they experienced threats over Temu's success

As a result, Shien posed a lawsuit against Temu for profiting off of its well-established brand. Shien also added to this suit earlier in 2024, accusing Temu of creating Shien ads that actually link to Temu's website. Issues have become prevalent in regard to influencer campaigns. Temu has provided people with misleading information about Shien. They claim their products are cheaper and better quality compared to Shien.



Both companies have relied on the media and influencers to grow their brands. As the case has continued, Shien has paid thousands of influencers, celebrities, and others to promote their products and increase the brand's success. Temu asked the court this past Wednesday to dismiss the case. They claim they have not committed these wrongful acts, and that they are not going against any trademark or competition laws. It will be interesting to see the court's response to Temu's request for dismissal. Fashion Attorneys are experiencing a lot of backlash and issues surrounding this case. Will the court dismiss the case? Is Shien threatened by Temu?...or vice versa? Stay tuned for updates. ■

## COURTROOM LOOKBOOK

# T

The importance of style in the courtroom is essential, yet there are many strict rules as to what is appropriate and inappropriate attire in the court. Since this is such an unknown idea, it has become a trend to discover what celebrities wear to court hearings. Celebrities are known for their trendy outfits, some of which could be inappropriate in a courtroom setting. A visit to the courtroom could seem like its own version of a fashion show. Some famous moments in the courtroom catwalk include the following Anna Sorokin arrived for her court appearance wearing a black choker. The media couldn't help bringing attention to her accessory and her appearance rather than the aspects of the case. It was discovered that Anna Sorokin even hired a stylist to help her pick the perfect courtroom outfit Lori Loughlin wore a desert tan pantsuit with matching neutral knee-high boots to her well-known College Admissions Scandal hearings. Did she pay someone to pick out her outfit as she paid the College Admissions team?

The suspects of the famous Bling Ring case all arrived for arraignment wearing Louboutin heels. At least they looked stylish while being faced with charges. Ivanka Trump wore a shoulder-padded black blazer with matching trousers and black pointy-toe heels to testify on her father's real estate fraud trial. The Trumps always know how to look chic. Lastly, Cardi B wore a navy blue and pink suit with nothing underneath and carried a neon pink Birkin Bag. When she returned to court she wore a black feather coat, white button-up, black tie, Louboutins, and a fuzzy black hat. Only the gregarious, spunky, rapper herself would attend a courtroom in this bold attire. Although it shouldn't matter what she wears to court—especially when she is on trial, it's human nature to judge someone by how she looks. Several celebrities' courtroom coutures have caused a lot of controversy. Some people believe that certain looks make a mockery of the justice system, whereas some believe these celebrities are staying true to their style no matter the circumstances. Courtroom styles can make or break how a defendant is perceived by the judge, jury, and the court. Lawyers such as Julie Zerbo, who represents the defendant's reputation are affected since her image speaks for the image of the person she is defending. Celebrities know better than anyone about the power of perception. How common is it for celebrities to seek help from a stylist on what to wear to court? Is it appropriate? Who is to blame for these looks, the stylist or the celebrity? Julie Zerbo a well-known fashion attorney, said

she was shocked by the big deal made out of celebrities having a stylist for court appearances. She claimed, "Stylist is an interesting way of putting it." Zerbo said that the word "consultant" is more commonly used when referring to individuals who help with courtroom attire. Consultants have a deep understanding of what it takes to make a good impression through clothing. Consultants typically use clothing to represent likeability, power, and trust. Most of the time consultants are hired by lawyers or law firms. Is it wrong for celebrities to use their own stylists to dress them, or should they look to consultants for fashion advice? Are stylists and consultants the same thing? Is appearance in the courtroom as big of a deal as everyone is making it out to be? Is the trial impacted by the appearances of those involved? Ponder when viewing the latest celebrity courtroom couture.



Ivanka trump's courtroom attire.



Marc Jacobs is trying to escape the trademark lawsuit they have most recently faced. The Lawsuit accuses Marc Jacobs of “intentionally and knowingly” making a fraudulent trademark infringement with the aim of getting Amazon to remove a third-party seller’s almost identical copy that represented the well-known Marc Jacobs “The Tote Bag.” Chinese-based company Guangzhou filed a lawsuit against Marc Jacobs in November, claiming that in order to make a trademark-centered complaint, Marc Jacobs must rely on two intent-to-use trademark applications for The Tote Bag word mark. If Marc Jacobs were to apply for these two applications, it would be turned down by the United States Patent and Trademark Office because of its generic simplicity. However, Marc Jacobs still took the initiative to accuse a Chinese third-party seller of infringing upon The Tote Bag, therefore causing Amazon to take the listing off for this

**“LIFE IS A FASHION  
SHOW AND THE  
WORLD IS YOUR  
RUNWAY”  
- MARC JACOBS**

illegal duplicate bag. Guangzhou claims that it is not infringing, has not infringed, and is not liable for infringing Marc Jacob’s bag because of its pending review of The Tote Bag trademark. Guangzhou allegedly claims that Marc Jacobs was specifically aware that it lacked trademark protection, yet chose to inform Amazon that Guangzhou’s bag infringed upon it anyway. Guangzhou pleads that Marc Jacobs is guilty of “tortious interference.” In response, Marc Jacobs said Guangzhou does not have the necessary facts to support the elements of tortious interference. Marc Jacob’s lawyers assert that the company acted in its own economic self-interest.

Marc Jacob’s effort to protect its brand and intellectual property rights. This design is clearly rooted in its own interest, rather than in malice towards Guangzhou. Guangzhou filed a trademark application in October 2023 (prior to the lawsuit) for registration of their own registration of the identical “The Tote Bag” mark with the U.S. Patent and Trademark Office. Guangzhou is clearly just seeking money and attention. Marc Jacobs is known for “The Tote Bag” and Guangzhou didn’t want to experience any backlash for wrongly infringing upon this product. They only complained and filed suit since Amazon stopped selling their products. It will be interesting to see the results of this case. Is there more to the story? Is this technically legal since Marc Jacobs doesn’t have the official patent protection yet? What is the U.S. Patent and Trademark Office’s response to these applications?



# EXCLUSIVE AGREEMENT

MIU MIU AND LOREAL SIGN AN EXCLUSIVE AGREEMENT

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The iconic beauty brand L’Oreal has been on its game recently. With another smart business move, L’Oreal has decided to strengthen its portfolio by taking on the luxury brand Miu Miu. The Annual Results of L’Oreal showed impeccable progress and success. Currently, L’Oreal is in good financial standing. As of the fourth quarter of 2023, there was a 6.9 percent increase in sales, which is equivalent to \$12.6 Billion in profit. Miu Miu and L’Oreal entered into an exclusive license agreement which will create a conglomerate business structure between the two companies. The creation, development, and distribution of luxury products will be produced as a result. Miu Miu is a luxury brand that will help L’Oreal expand to this sector. Both of these companies will work together and unleash their outstanding potential. The beauty industry will be transformed by this iconic business collaboration. The CEO of L’Oreal, Cyril Chapuy said “With its unique positioning, fuelled by limitless creativity and experimentation, Miu Miu will perfectly complement L’Oreal’s portfolio of iconic brands and reinforce our worldwide leadership.”

In luxury beauty, it is not a “one size fits all” market. Luxury can be present in several different companies, with different business structures and products. The way in which the company presents itself is unique, there is not one specific brand that cannot be classified as “luxury.” Expanding to this sector opens the brand up to a new market filled with many new opportunities and experiences, filled with a diverse and vast array of customers. “The division’s ambition is to steadily upgrade the consumer experience with its unique portfolio of brands,” CEO Cyril Chapuy exclaims. The first Miu Miu fragrance in collaboration with L’Oreal Group is expected to come to fruition in 2025. This new agreement allows L’Oreal to strengthen its position, and expand to the luxury beauty market. Miu Miu will also benefit from this partnership, as it will increase its presence in the luxury market while being associated with a highly profitable beauty brand. The Luxe division of L’Oreal has increased investments in this sector and has added more brands to its portfolio. This division consists of twenty-five luxury brands such as Yves Saint Laurent and Giorgio Armani. This luxury division is important for L’Oreal since it will allow it to capitalize on its industry shift to luxury beauty. By creating a broad portfolio, these brands will reach the hands of several consumers both inside and outside of the luxury market.

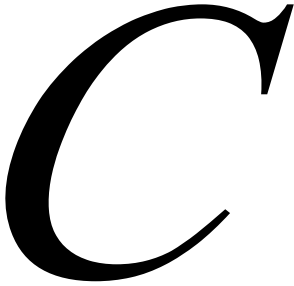
L’Oreal believes that the diverse price range between their brand, and the other brands in their portfolio will help increase profitability and help shift consumers into the luxury beauty market. Will L’Oreal remain in our local Dollar Stores and Walmarts? Or will this mean L’Oreal will be exclusively focused on expanding into a luxury market? L’Oreal won’t be the only business benefiting from this partnership. This partnership offers a chance for Miu Miu to drive brand growth. This new chapter will sustain brand growth and help expand Miu Miu’s full potential in the category of beauty. Within the sector of beauty, the fragrance sector remains a key component that has grown by over seventeen percent. Luxury skincare and makeup have accelerated during the second half of the year, but fragrance remains the main component that has grown immensely. L’Oreal is in a good position, both within the market and financially. By expanding to the luxury and fragrance sector, profits are expected to increase, diversity among consumers will increase, and the success of the business will remain on an upward spiral. CEO Chapuy said, “Looking ahead to 2024 and beyond, I’m ambitious for L’Oreal, and I’m extremely confident in our ambition to reinforce our leadership even further and deliver solid, consistent, growth.” Will this be the end of the small sector makeup brand? What will the next year or two look like for L’Oreal? How will consumers react to this change in the market? Stay tuned. ■



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## LOUBOUTIN AND THE LOSS OF THE RED SOLE LITIGATION



Christian Louboutin filed a complaint against the Eizo collection; a Japanese footwear manufacturer. Eizo began selling red colored rubber soles on their women's shoes. These red-colored soles were confused with the well-known Christian Louboutin and are allegedly infringing upon their signature red sole trademark. In response, Eizo argued that Louboutin's heels have no novelty or specificity. Eizo claims Christian Louboutin "isn't well known." They also argue that the red color is publicly distributed in the market, the shade of red used is not specific to Christian Louboutin, so therefore it is alright to use. Red is a fashion color that is commonly used among items, especially women's shoes. But the shade of red used in the exact same spot as the well-known luxury brand can be classified as infringement. Eizo Collection claims in response that in Japan, it's customary for businesses to use red soles for the sale of their shoes. Christian Louboutin's red bottom design is protected by trade dress protection which covers the overall look and feel of the product design and

packaging. The trademark is very specific and protects red lacquered outsoles on women's shoes that contrast with the color of the rest of the shoe. There is also another trademark that protects specifically any shoe with a red sole. Overall, this trade dress protection provides a legal framework if another brand's design causes the consumer to believe that this red-soled shoe is some sort of duplicate or affiliation with Louboutin. Christian Louboutin has faced several lawsuits in the past with many well-known brands that have infringed upon their signature red sole. In this current case, Louboutin is not seeking to dispute whether or not the color red can be registered as a trademark, but rather if another business other than theirs can use the red sole on high-heeled shoes. Throughout this case, Eizo's lawyer argued that Christian Louboutin soles have a red lacquer coating, similar to red nail polish. It has a glossy texture. But, Eizo's red soles are rubber and it does not have a glossy lacquer coating. They claim that Eizo didn't even use color, that is just how the rubber was. They decided not to paint it. Because of this well-structured argument, the courts did not recognize these as being similar, because in terms of texture, the characteristics of the heels were different and didn't correspond to Louboutin's Trade dress protection claim that specifically notes a red lacquer sole. Eizo's lawyers also argued that red soles are a classic touch in Japan. They always have been prevalent, and always will be, even before Christian Louboutin's products were sold in their country.

Eizo's lawyers also argued that red soles are a classic touch in Japan. They always have been prevalent, and always will be, even before Christian Louboutin's products were sold in their country. The court claimed that "it is reasonable to admit that the difference between the two products is sufficiently discernable on its own." They also made the point that consumers who want to buy shoes such as Christian Louboutin's know the brand because of the logo that is adorned on the bottom of these shoes, and they are well aware because of the price range. An attorney from Matski Law Firm in Japan claims that the commercial use of Christian Louboutin's mark in the region is "insufficient." It is concluded that Louboutin red soles have not played a role as a "source indicator" in Japan. Colors that are readily recognized serve as a powerful indicator to differentiate goods and services. Some believe that trademarks can only protect symbols or logos. Several brands are becoming more knowledgeable of trademarks and the enhanced possibilities associated with trademark law. The respect and recognition of Louboutin's rights for the use of the red-soled trademarks has been recognized in over fifty countries, but it was disregarded in Japan. What is compelling about this case is the difference and respect of laws across countries. Trademarks can be legal in some countries, but not others. The system should be more inclusive. If a product undergoes the process of obtaining a trademark, it should be respected in every country. Not only is Christian Louboutin's

design being infringed upon, but they also lost a case unfairly because of the trademark laws and regulations in Japan. In regards to the unfair results of this case, Christian Louboutin could also lose profits which could be harmful to the functioning of the company. Christian Louboutin's brand presence has increased while they are in the process of hearing the verdict from their refusal of this case. Will the court approve their refusal? The answer will be anticipated. For now, it seems like they don't want to be caught red-handed (or red-soled.)



The picture above is an image of classic Christian Louboutin red-soled heels. As you can see the red bottoms are laquered, and the logo is engraved into the bottom of the shoe. These classic heels are well-known not just for the brand they represent, but also the fiery red pop. ■



## ***H&M'S NEW SUSTAINABLE STYLE?***

Everyone knows that H&M is known for its fast-fashion items, and not for sustainability. Fast fashion is one of the least sustainable practices of all. But, H&M's New CEO says this is about to change. David Erver has spent eighteen years working for H&M and he has now worked his way up the corporate ladder to the CEO position. Erver explained that he sees a new future for this company. This new future will be defined by brand relevance, sustainable growth, and a better business structure. David Erver is a firm believer that the fashion industry needs to change. Before his position as CEO, he worked closely with the former CEO Helena Helmersson. They worked closely to work on addressing the problems in this fashion's business model head-on. Even though Helmersson is gone, Erver says her passion for sustainability will still remain. David Erver said "We both shared a passion for sustainability. As a large player in the industry, we need to take a big responsibility for change... we will not be able to do it alone; we need to do it with competitors, and with the government. But we can play a big role." After the departure of Helmersson, H&M's fourth-quarter earnings decreased up to four percent. David Erver claims H&M will just keep going up from here on out. He plans to cut costs, grow revenue, and compete more aggressively against Shien. Shien is the main competition in the retail industry, it surpassed both H&M and Zara (competitors) with a revenue of about \$30 Billion in annual revenue. But, H&M reported about \$22.5 Billion in annual revenue, which was a six percent increase since 2022.

There is immense pressure to keep up with Shien. Trend cycles are moving rapidly, and Shien is somehow (illegally) keeping up. Some of the items from Shien are priced so low that it goes against policies associated with ethical manufacturing. Can H&M be against Shien in this Shien-dominated industry? David Erver explains he is not necessarily against fast fashion. He claims it is all about their garment's durability. He says the cycle is inevitable, and it doesn't matter what consumers do with clothing once they are done with it. He just wants to ensure that H&M's clothing items last well beyond the time most fast-fashion garments do. Erver says that his main priority for 2024 is to grow the business in a more sustainable way. He explains "By taking market share, we can make the industry better." This might be easier said than done. In order for this to be successful, this transformation will involve smarter trend prediction based on consumer data. Another transformative action is to improve brand relevance. But how will this be done in a new way? What are the logistics associated with this transformation and will it actually be more beneficial and sustainable? One of David Erver's main plans as CEO is to bring H&M's production closer to the lines of its distribution. He says this will help cut the company's emissions. His goal is to cut H&M's emissions by fifty-six percent by the year 2030 and reach zero by 2040 while still remaining to make the company more reactive. This strategy is beginning to be implemented in other fashion and footwear companies as well. We can all see how this approach will be efficient,

but is it necessarily attainable? This initiative is coupled with a few others of H&M's new transformation; transitioning its suppliers to clean energy to reduce the production of emissions, and championing alternative materials. H&M has a Green Fashion Initiative, making it available to source partners for investing in technology and the process involved with reducing demand, and increasing the use of renewable energy while replacing fossil fuels. Another new initiative is the New Growth and Ventures division which outsources new material that the company invests in to make their clothing. David Erver is using these new materials in new collections to promote the evolution of sustainability and increase consumer demand. H&M is now getting into the game of responsive manufacturing by using data and predictive AI to create clothing people will want to buy. Is this a sustainable practice? Where does AI come into play in terms of business success? Will this be a new revolution companies are implementing for further success? Where does the sustainability initiative come into play if AI begins to take over? David Erver claims "We use data, customer insights, and AI in our supply chain to make sure we don't overproduce. A garment that has no demand is the worst one for the environment." I see where this idea comes from, and how it could potentially be beneficial to the success of the company, but this will be difficult to execute. Waste-free production isn't something any brand (especially the size of H&M) has been able to execute and achieve. Overproduction is still rampant in this industry among many others



David Erver adds that H&M will now “work hard to avoid overproduction.” To get a new idea as to the vision the new CEO David Erver has for H&M take a look at the new store in SoHo, which opened a few weeks ago in New York. Each item is intentionally placed. The company is changing its marketing strategy so that each location reflects and tailors to its local customers’ tastes and preferences, which will increase demand and influence further spending. All of H&M’s newly designed clothes are equipped with this new technology called RFID, which helps find specific pieces and sizes faster, in a more efficient way. The store in SoHo is also the first H&M store to feature a pre-loved section, which is a combination of several secondhand items from H&M. The goal with this is to keep items in rotation for longer. David Erver said, ‘2023 has been about finding more stable ground and profitability. In 2024 our focus is on growing.. It’s daunting and exciting.’ The possibilities for H&M are endless, and Erver seems like he is the perfect candidate to get things done and improve this company in several aspects. Will this new change for H&M be beneficial to the success of the company? Where does the state of the economy fall into this? Will a fast-fashion company attain the title of “sustainable?”

## ***SHEER TREND AT THE 2024 GRAMMYS***

Several stars attended the Grammys sporting one of spring's biggest trends: sheer dresses. Such luxury designers as Chanel, Balenciaga, and Brandon Maxwell's recent collections all portrayed sheer "barely there" looks. Celebrities took a liking to this trend, just as they did in 2023. Why is this a returning trend? This past weekend Doja Cat walked the red carpet in a gorgeous, structured, sheer gown. The boning was visible, and there was an extra sheer slit that went up the side of the star's leg. The gown, created by British Fashion designer Dilara Findikulo was paired with stunning, red, peep toe-pumps. The pop of red was an incredible addition to this look. From the pop of red in the shoes to the matching red lipstick, this look was one of my favorites. Although this dress was revealing, the rapper's tattoos added detail to the look and more coverage to her body than the dress itself. Miley Cyrus was another celebrity who jumped on the bandwagon of the sheerly naked trend. Cyrus arrived at the Grammy's in a custom gold gown designed by Mason Margiela created entirely out of safety pins. There were no visible undergarments worn either. This look was styled with gold velvet heels. Ellie Goulding took the sheer trend to another level. The singer wore a gorgeous, black structured dress by Zuhair Murad. Only slightly sheer, with a gorgeous tulle train. The dress was adorned with three-dimensional floral pieces that added a perfect spring vibe to this dark look. You'll never know what to expect this season, sheer or tweed? Practically bare or practically Vogue?



Pictured above is Doja Cat's look at the 2024 Grammy's. As you can see it is quite the look. The dress is beautifully designed. The train of the dress sweeps behind this rapper onto the gorgeous red carpet. While the binding of the dress hugs the rapper's body tight. The pop of red is a great touch to this look. The red lip paired with the red heels is an incredible choice of the designer. Doja Cat's tatoos enhance the sheer effects of this dress. Not everyone is a lover of tattoos but the artowrk on her body adds to the look she is trying to achive. Her personality shines through this look and was one of the best outfits at the grammy's.

Pictured below is the gorgeous, practically nude look miley cyrus rocked at the grammy's last month. Though there is a modern touch to this look, there is a slight ancient-greek feel to this work of art. From the slight covering in hidden areas, the designs and patterns, the sleeves, and the length of this dress, it gives a Cleopatra vibe. On top of that, Cyrus's hair and makeup matches perfectly with the feel of this design. Not only was this look one for the books, but so was her performance. This intricately curated design with paper clips is one of Mason Margiela's best pieces.



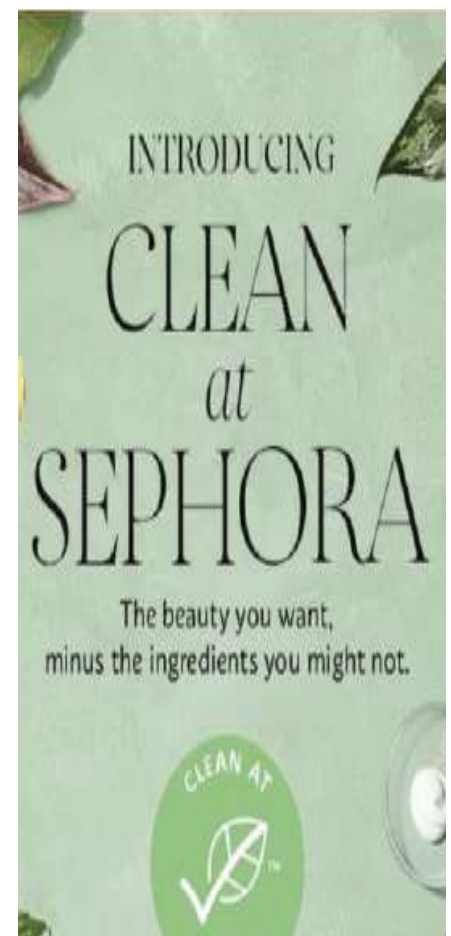
***"PRACTICALLY BARE  
OR PRACTICALLY  
VOGUE?"***

## SEPHORA'S FALSE ADVERTISING CLAIM?

The iconic beauty brand Sephora has somehow managed to escape a lawsuit involving their new “clean” line of beauty products. The lawsuit entails information surrounding the accusation of Sephora misleading its consumers through its false advertising and corrupt marketing practices. In a newly issued decision, the Judge of the U.S. District Court in New York granted Sephora’s motion to dismiss the claims of false advertising, fraud, and breach of warranty, of which this beauty brand was being charged with. Sephora’s “Clean at Sephora” labels remain true, and they indicate that the products are “all-natural and free from harmful ingredients” which is not the case. As a result, Sephora has allegedly marketed several un-clean products as being “Clean” just to increase sales. For more background surrounding the case, Lindsey Finister filed a lawsuit against Sephora in November 2022, claiming that Sephora violated New York’s General Business Law, which prohibits companies from carrying out deceptive or fake forms of advertising. Lindsey Finister also claimed that this beauty brand has committed various consumer fraud acts, breach of warranty, and unjust enrichment. Finister argued that she read and relied on Sephora’s “Clean Beauty” label to believe that these cosmetics did not contain any synthetic ingredients that were synthetic nor “connected to causing physical harm or irritation.” Finister allegedly claimed that Sephora made materially false, misleading, or deceptive representations when

these “Clean at Sephora” cosmetics were clean when they actually contained synthetic and harmful ingredients, which caused health issues for Finister. Sephora moved for dismissal last year claiming that they did not market, label, or sell their “Clean at Sephora” products. While its marketing of cosmetics is straightforward Sephora claimed that Finister “is intent on twisting words for litigation purposes.” Moreover, Finister claims she created a “laundry list” of synthetic ingredients found in “Clean at Sephora” cosmetics which are discovered to cause irritation and cause human harm. The potential issue arises when Sephora claimed that any of their products that contain the clean seal can be assured that these products are formulated without specific ingredients that are known or suspected to potentially harm humans or the environment. The court discovered that Finister could not identify or claim any implicit facts or promises made by Sephora regarding the alleged breach of warranty. Therefore causing these claims to fail. At the same time, Finister’s fraud claim is also inefficient since she has not identified a “material false statement.” The court dismissed all of Finister’s claims. There is no surprise that the court sided with Sephora. The beauty brand alerted consumers of what they specifically mean when they indicate a product is “clean.” They specified what their marketing language meant and their products do not appear to diverge from that meaning. The court acknowledged that there is not one, universal way of defining “clean” when it comes to cosmetics. As long as the companies that indicate their products are “clean” do not make any misleading statements in connection with their own product marketing, their marketing will be completely legal.

This is meaningful for several beauty-companies and their marketing strategies. In our modern society, sustainability is stylish. The term “clean” “green”, “sustainability” or “environmentally friendly” have become trendy buzzwords in the marketing world. These words lack concrete definitions, even though they are used in a variety of different ways by marketers everyday. This case indicates that the courts appear to be focused on the claims marketers and businesses are actually making, rather than the terminology they use to describe it. They are not necessarily focused on the way consumers perceive such advertisements. This is good news for businesses and advertisers.





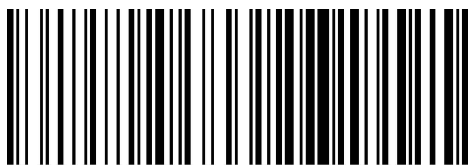
Thank you for tuning into our first issue of Legal Couture. In this first issue we have explored a myriad of perspectives, ideas, and stories, that illuminate the wonderful fields of both fashion and law. The intersection of fashion and law is a dynamic and ever-evolving field that requires a nuanced understanding of both industries. With our magazine, you can see the true behind-the-scenes of this newly developed industry. Whether you are interested in the fields of in business, fashion, or law, you can get a glimpse into what goes on in these industries. As fashion continues to push boundaries, and challenge norms, the need for a clear legal framework and protection has never been more crucial. From intellectual property rights, to labor laws, and more, the legal landscape of fashion is vast and complex. As advocates for these industries, it is important to stay informed, and adapt to changes. By doing so, we can ensure the fashion world remains a vibrant and innovative space for designers, creators, and consumers. Together, let's continue to explore, educate, and elevate the discourse surrounding fashion law, shaping a just and sustainable future within this industry. As we turn the pages of this issue, let's carry with us the lessons learned, insights gained, and the inspiration kindled. Thank you for joining us on this journey and new endeavor. We look forward to sharing more compelling and interesting stories in our next issue. Until then, stay inspired.

*The Team at Legal Couture*

*Issue No. 1, Volume 1*



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