



# USING **FASHION** **THINKING** TO INNOVATE

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# DESIGN THINKING



**FASHION  
THINKING**





# intellectual property in the fashion industry



# trademark protection



LOUIS VUITTON

**DKNY**

DONNA KARAN NEW YORK

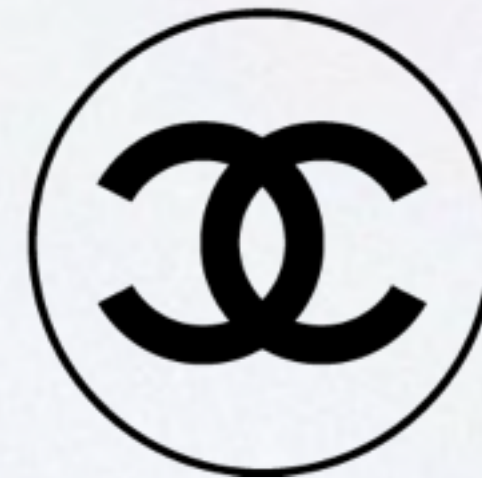


**BURBERRY**<sup>®</sup>  
LONDON

**GUCCI**



**CHANEL**



**HERMÈS**  
PARIS

**YVES SAINT LAURENT**

*collection*

[readytoshare.org](http://readytoshare.org)



# trademark protection



# trademark as design









apparel design is  
**TOO UTILITARIAN**  
to qualify for  
copyright protection





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# TOO UTILITARIAN?





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



# utilitarian objects **BECOME ART**





an open  
creative  
process



photo by david lachapelle (1998)

blackshine



# copying & trends





# trendsetters

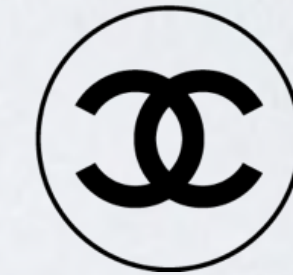
**PRADA**



MARC JACOBS



**CHANEL**





# the street





# the street





# fast fashion





# Why hasn't copying **destroyed** the fashion industry?

*the knock-off*



**Steve Madden**  
**"GINN" Heels**  
\$199.95

*the real thing*



**Givenchy**  
**Gladiator Ankle Boots**  
\$995



# Why hasn't copying **destroyed** the fashion industry?





# the **virtues** of copying

- **faster establishment of global trends**
- **incentives to innovate**
- **democratization of fashion**



# fashion as cultural diplomacy





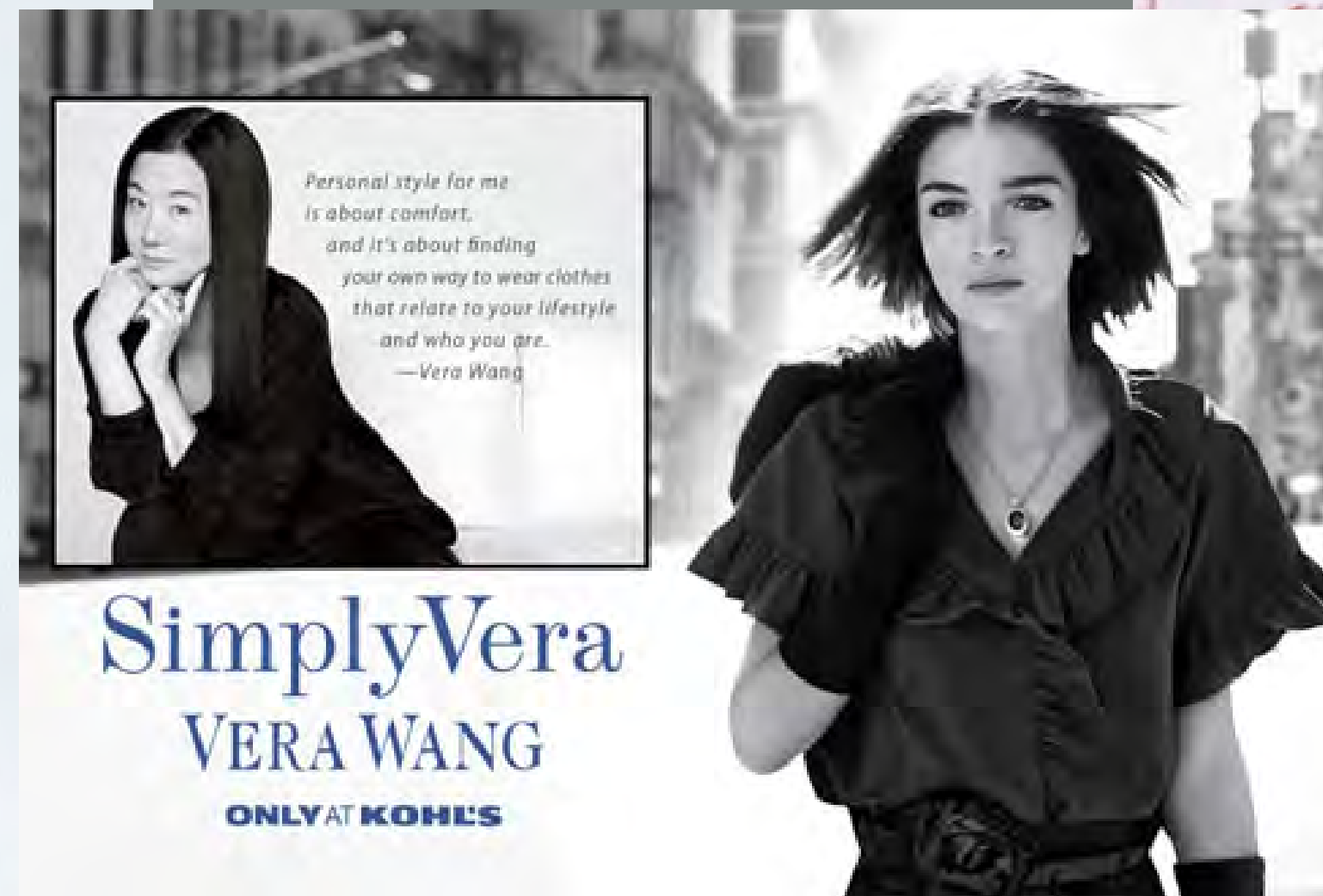
incentives  
not to copy



**Chanel**



# self-copying





# **international comparisons**





**latin america**





**UIA**

Union Internationale des Avocats  
International Association of Lawyers  
Unión Internacional de Abogados



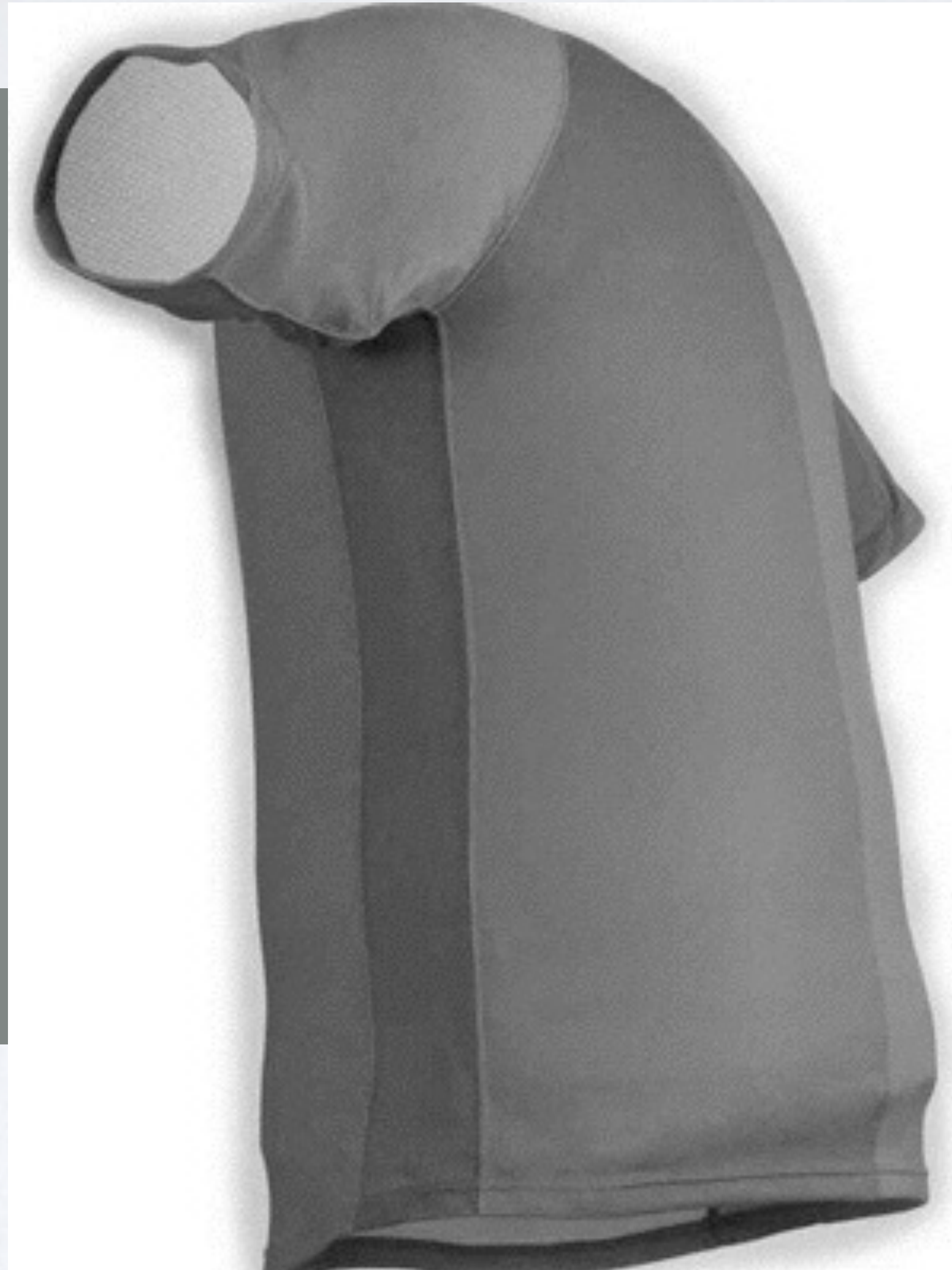
**“Copyright protection is not very interesting from a commercial standpoint”**



**“authors rarely seek to deposit their creations under copyright, because slight modifications could allow a competitor to market an original but confusingly similar product”**



# how do we establish standards for **novelty?**

















60 plus min.

# THE MASKED MAGICIAN PRESENTS

“THE ARTS AND SECRETS OF MAGIC”



TM

“THE ARTS AND SECRETS OF MAGIC”  
DVD VOLUME 1 DVD

Walk of Fame LV

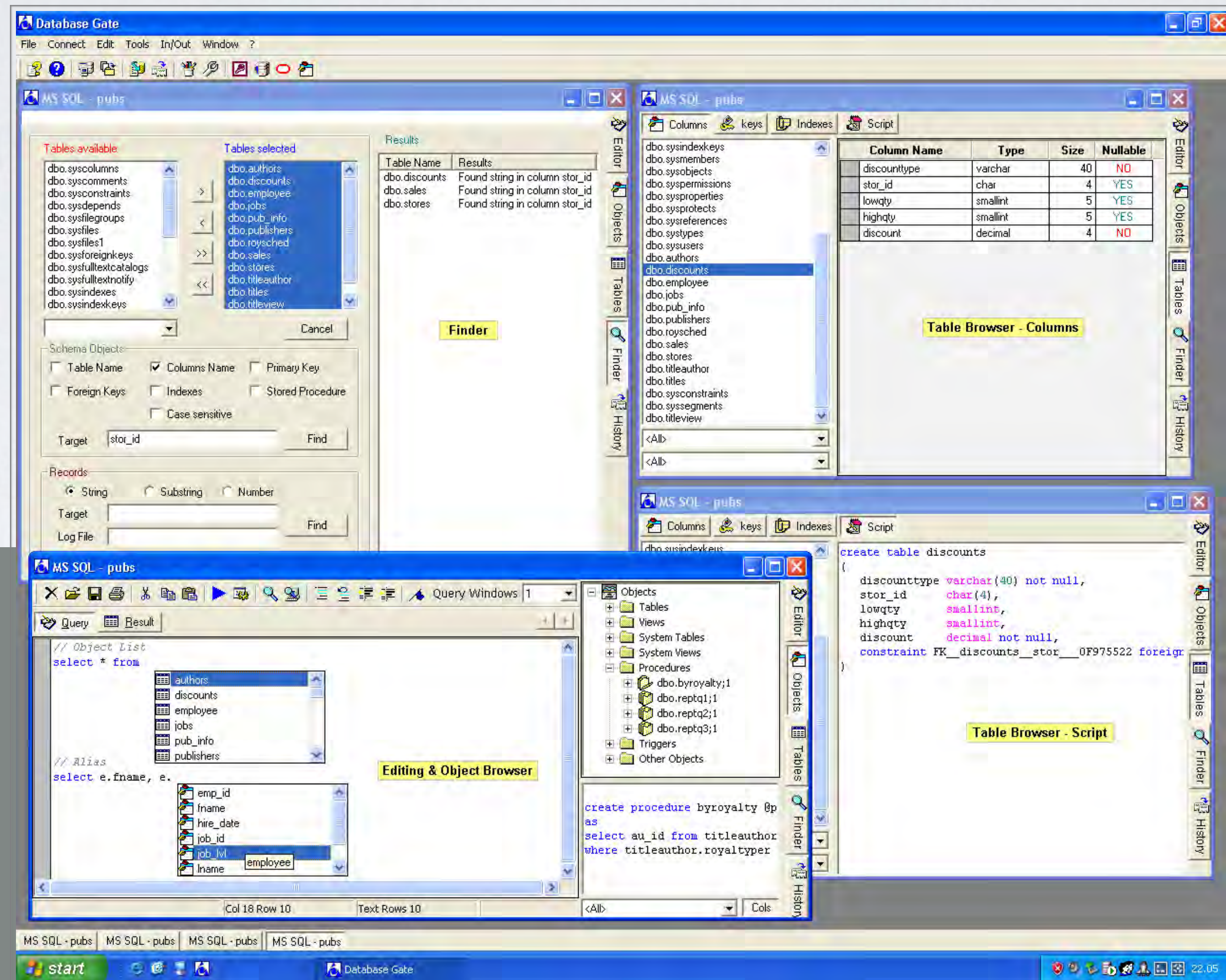
**23 Magic Tricks Revealed!**

VOLUME 1

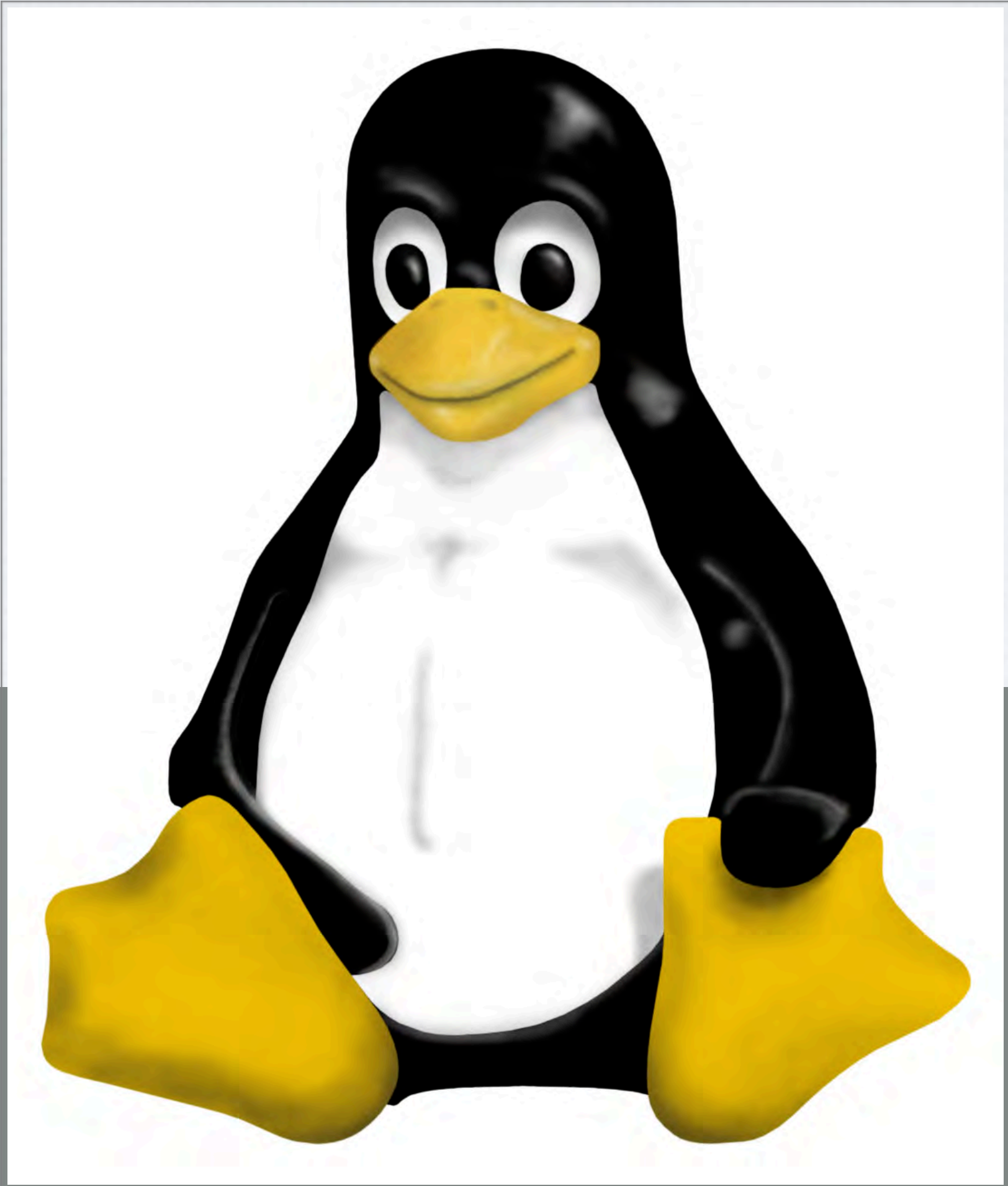
















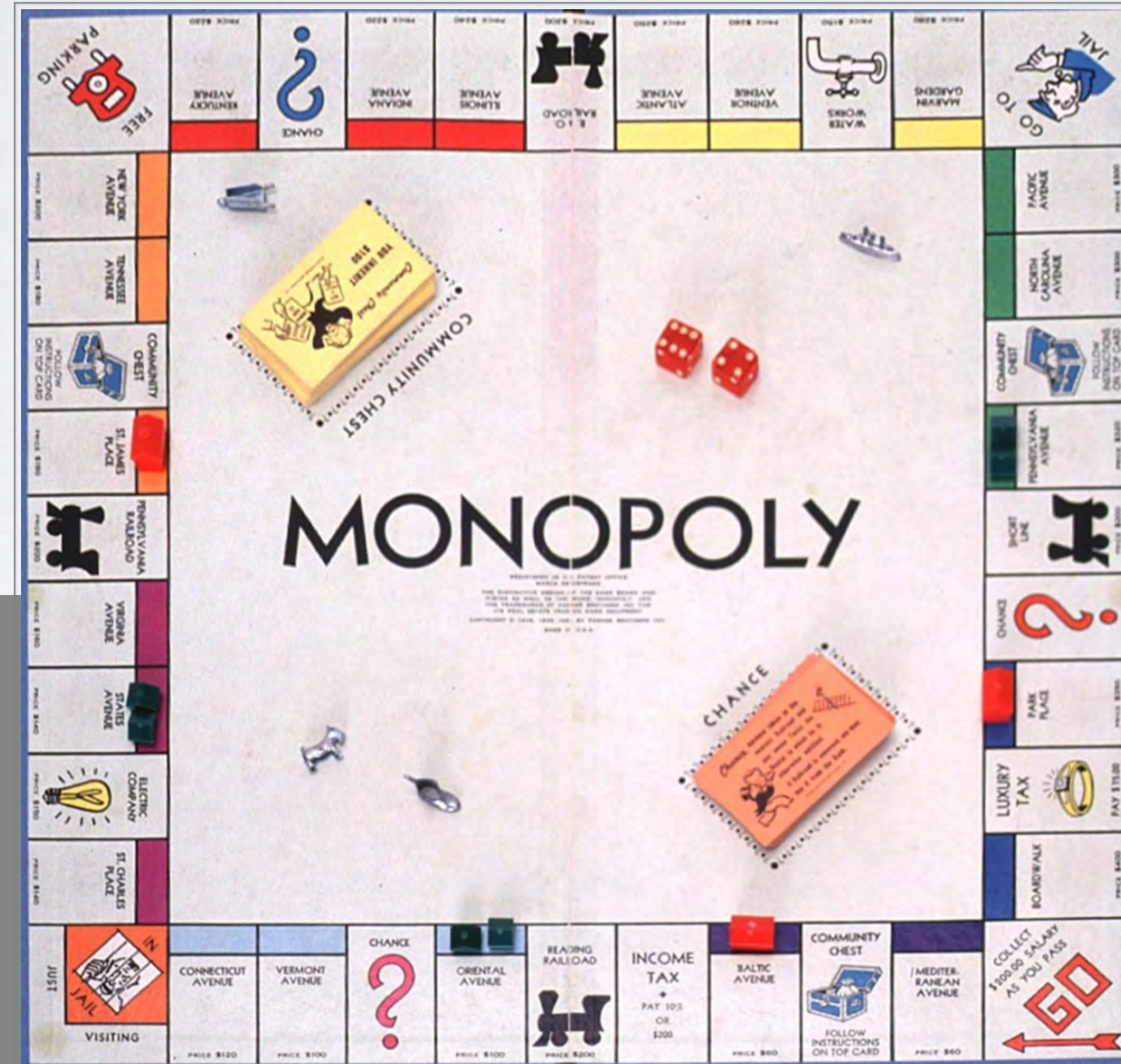








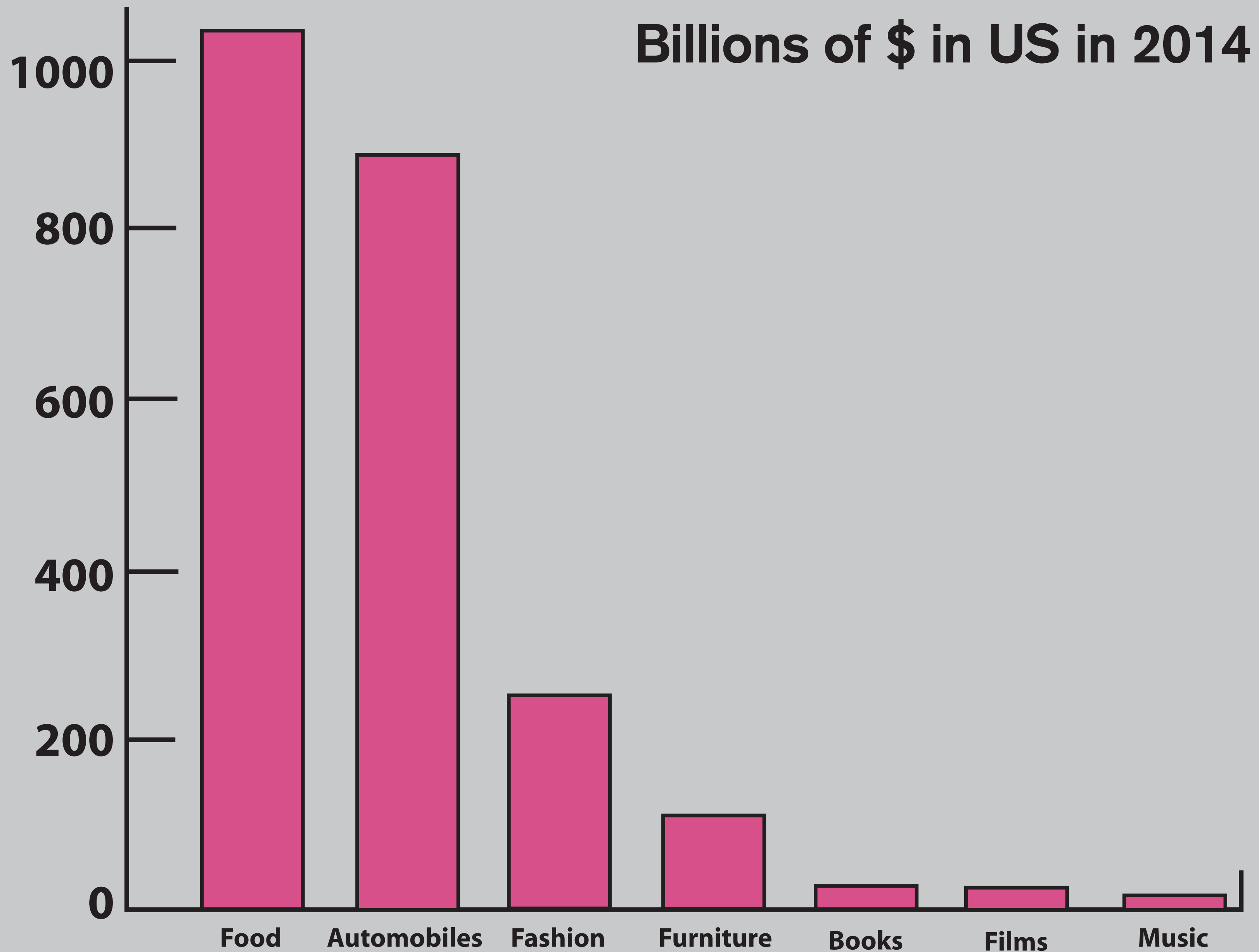












**gross sales  
of goods**

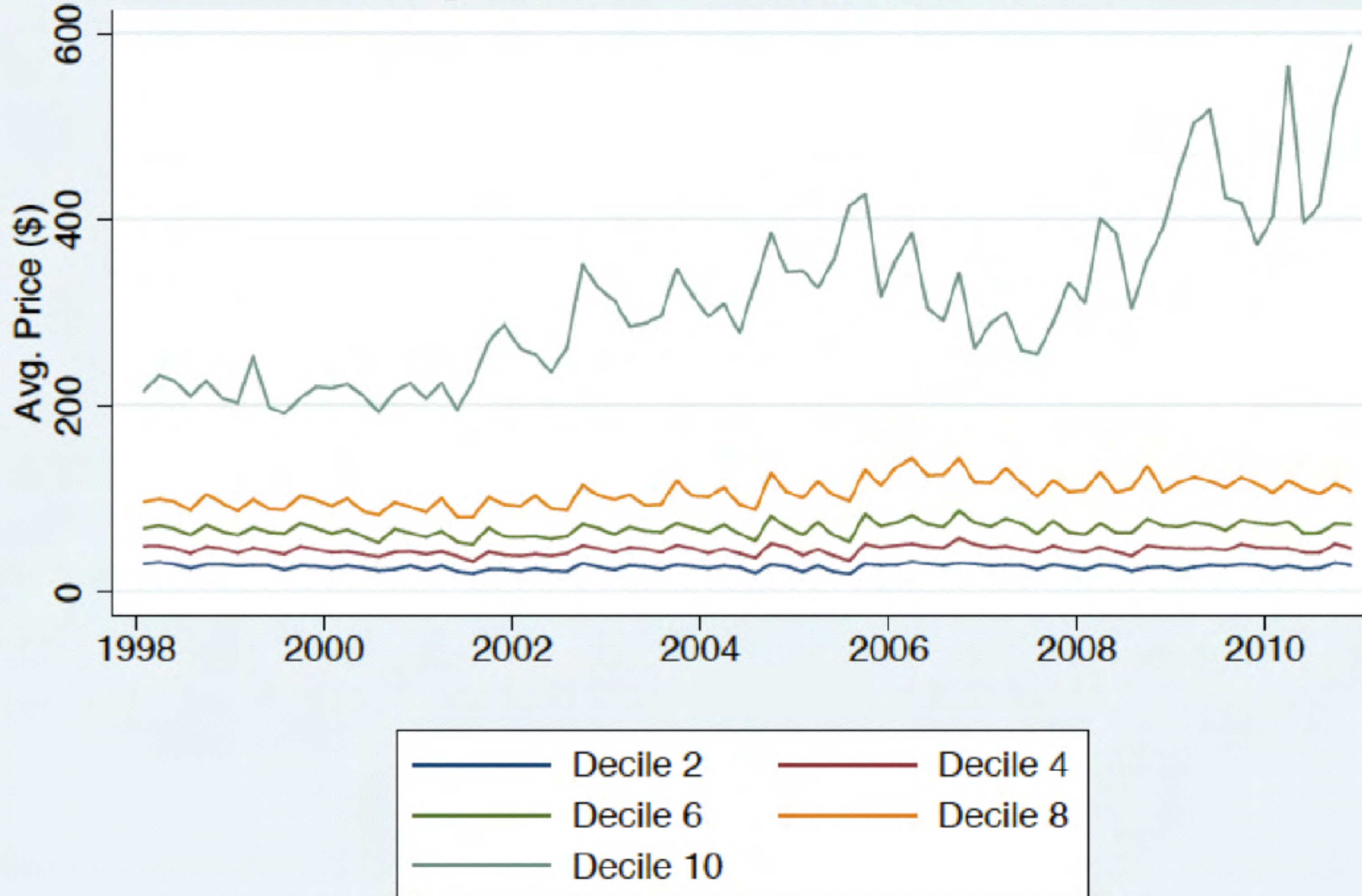


# innovative design protection act





## Avg. Prices – Women's Dresses





**COPYRIGHT**  
**as a**  
**CRUTCH**



**FASHION  
THINKING**



- **developing a unique voice**
- **investing in your brand**
- **embracing remix culture**





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Veronica Jauriqui



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