'Drawing Inspiration' in the Fashion Industry

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Swati Sharma and Twinky Rampal discuss with graphic designers at clothing major 'W' the law behind drawing inspiration from existing work and how they can better protect their unique creations. Addressing nearly 30 'W' graphic designers on design rights, copyright and trademarks, the talk sensitised the designers on protecting their fresh and creative expression, using the available protections under design, copyright and trademark law. The legalities of drawing inspiration from pre-existing work is a perennial source of confusion and debate in the fashion industry. The firm has held talks with the fashion community and published literature demystifying the law.

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