

Abstract

This thesis focuses on the area of intellectual property law in the fashion industry. The main objective of this thesis is to highlight the pressing issues in the fashion industry, to examine the various forms of intellectual property protection applicable in the fashion industry. Following the analysis, an assessment of the impact of fast fashion on the fashion industry is made.

The thesis addresses the complex environment of the fashion industry, which is characterised by fast global supply chains and rapid production cycles. However, these dynamics raise significant challenges and unfavourable practices that lack robust legal safeguards. The main problem is the proliferation of low-cost production driven by fast-fashion brands, leading to overconsumption, environmental degradation and labour exploitation. This lack of effective legal measures increases the burden faced by affected communities and contributes to the growing problem of textile waste. In addition, the practices of fast fashion brands, which often copy the designs of both renowned and lesser-known designers, undermine the competitiveness of indigenous creators in the sector. This interaction fosters an environment that favours fast fashion at the expense of sustainable and ethical fashion.

The thesis is divided into eight chapters. It begins by defining the basic concepts of the fashion industry in the first chapter and then discusses the basics of intellectual property law in the second chapter. Chapter three focuses on design as an object of intellectual property protection, setting the stage for the subsequent analysis of legal forms of protection, including copyright, industrial designs, trademarks and protection against unfair competition, which are discussed in chapters four to seven. The final chapter reflects on the effectiveness of IP protection in the ever-evolving world of fashion and examines the theory of the piracy paradox and recent research that challenges it.