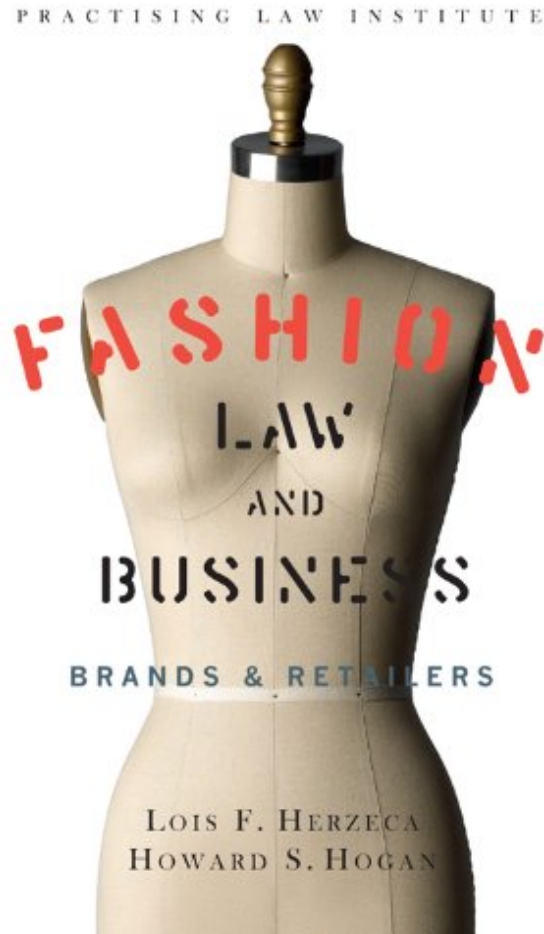


Fashion Law and Business: Brands Retailers: 1

Lois F. Herzeca, Howard S. Hogan
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1 of 2 people found the following review helpful. Invaluable Resource!By Hillary KaneGreat resource. I plan on using this book as the required text for the Fashion Law Course I teach!

To the general public, the fashion industry is most closely identified with celebrated fashion houses mounting elaborate and highly publicized runway shows in the major fashion capitals of the world. In reality, the fashion industry is much more diverse, complex, and global. FASHION LAW AND BUSINESS unravels the complexity and provides clear guidance on the wide range of legal and business issues faced by fashion industry participants, including designers, suppliers, manufacturers of apparel and accessories, and retailers. In FASHION LAW AND BUSINESS you will learn: The considerations involved in starting a company in the fashion industry, including

developing a business plan, determining the form and structure of the legal entity, and obtaining financing. How patent, trademark, and copyright law have been applied to the fashion industry and their impact in such areas as gray market goods and counterfeiting. The contractual relationships and regulatory issues applicable to the design and production of fashion products. The dynamics of retail sales in the apparel industry, including a discussion of e-commerce and mobile commerce. The legal issues involved in leasing and licensing brick-and-mortar retail stores, with a focus on the significant contractual terms that should be considered in connection with such real estate transactions. How to deal with labor and employment issues that relate to the fashion industry, including working conditions, wages and hours, child labor, use of independent contractors such as sales representatives, and developments in collective bargaining in the fashion industry. Written by two of America's leading fashion and retail law authorities, *FASHION LAW AND BUSINESS* provides you with an integrated, comprehensive guide to the issues affecting the fashion industry today.

If you want to be successful in the fashion industry, but have not had the time to go to law school . . . I highly recommend *Fashion Law and Business*. --Fern Mallis, former Executive Director of the Council of Fashion Designers of America, creator of New York Fashion Week, and fashion industry consultant
Herzeca and Hogan provide an accessible overview of key issues facing any fashion business, with case studies, examples, and sample forms that will help people working at any level of the industry. The multiple layers of intellectual property and advertising law can seem impossibly complex, but *Fashion Law and Business* clearly sets out each area a business must consider. --Rebecca L. Tushnet, Professor of Law, Georgetown University Law Center and author, 43(B)
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