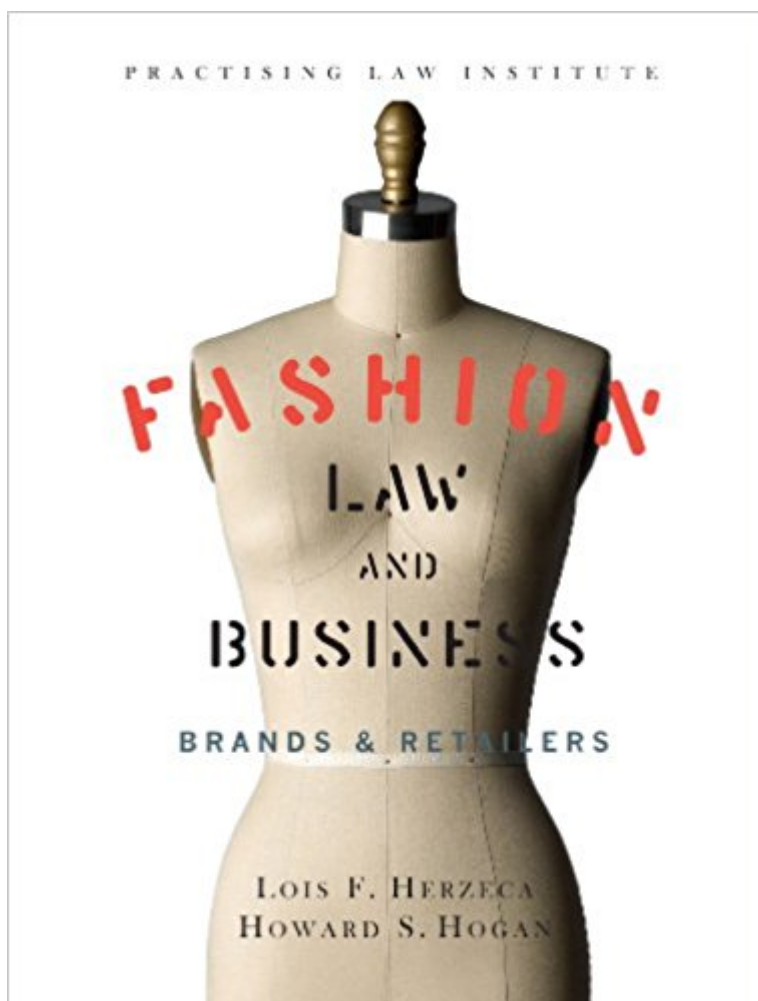


The book was found

# Fashion Law & Business: Brands & Retailers



## Synopsis

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'll 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.

## Book Information

Hardcover: 887 pages

Publisher: Practising Law Institute (November 7, 2013)

Language: English

ISBN-10: 140242051X

ISBN-13: 978-1402420511

Product Dimensions: 7.4 x 1.9 x 9.7 inches

Shipping Weight: 3.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #556,673 in Books (See Top 100 in Books) #13 in [Books > Law >](#)

[Intellectual Property > Patent, Trademark & Copyright > Trademark](#) #42 in [Books > Law >](#)

Intellectual Property > Patent, Trademark & Copyright > Copyright #47 in Â Books > Law > Intellectual Property > Patent, Trademark & Copyright > Patent

## Customer Reviews

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)  
log  
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)log

Great resource. I plan on using this book as the required text for the Fashion Law Course I teach!

[Download to continue reading...](#)

Fashion Law & Business: Brands & Retailers Hit Brands: How Music Builds Value for the World's Smartest Brands Star Brands: A Brand Manager's Guide to Build, Manage & Market Brands Back to the 80s: 1980s Fads and Fashion Coloring Book: Adult Coloring Books Fashion, 80s Coloring Book, 1980s Coloring Book, Fashion Coloring Book ... Fashion Coloring Book for Adults) (Volume 1) Competing in Tough Times: Business Lessons from L.L.Bean, Trader Joe's, Costco, and Other World-Class Retailers The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power Fashion Coloring Books for Adults Vol.1: 2017 Fun Fashion and Fresh Styles! (Fashion Coloring Books for Adults) (Volume 1) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Professional Services Marketing: How the Best Firms Build Premier Brands, Thriving Lead Generation Engines, and Cultures of Business Development Success The Fashion Designer

Survival Guide, Revised and Expanded Edition: Start and Run Your Own Fashion Business Fashion  
2.0: Blogging Your Way to the Front Row: The Insider's Guide to Turning Your Fashion Blog into a  
Profitable Business and Launching a New Career Fashion Law: A Guide for Designers, Fashion  
Executives, and Attorneys Business Turnaround Blueprint: Take Back Control of Your Business and  
Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business  
Owner) Smith and Roberson's Business Law (Smith & Roberson's Business Law)  
Dynamic Business Law: The Essentials, 3dr Edition (Irwin Business Law) Employment Law for  
Business (Irwin Business Law) Cengage Advantage Books: Fundamentals of Business Law Today:  
Summarized Cases (Miller Business Law Today Family) Business Law with UCC Applications (Irwin  
Business Law) Business Law Today, Standard: Text and Summarized Cases (Miller Business Law  
Today Family)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)