

Content overview

List of figures	xxiii
Preface	xxiv
Key terms	xxviii

PART I GETTING STARTED

1. What is fashion law?	2
2. What is European law?	15

PART II BEFORE YOU TELL ANYONE ABOUT YOUR NEW PRODUCT OR IDEA

3. Trade marks and your brand	23
4. Copyright and your creative works	56
5. Image rights	73
6. Designs	84
7. Other important rights	96

PART III GETTING YOUR BUSINESS STARTED

8. Before you incorporate your company	108
9. Before you enter into your first contract	118
10. Before you get anyone new involved	163
11. Before signing an agency or distribution agreement	188

12. Before you post anything online	197
13. Raiding the fashion archive	203
14. Before you collect any personal data	209
15. Before you sign a lease	222
16. Before your first ad campaign	229
17. Before launching your e-commerce site	246

PART IV THE BIG ISSUES

18. Franchising	259
19. Resolving disputes	272
20. If someone copies you	320
21. If you are sued	353
22. Taxation and logistics	358
23. Selling up	364
24. Combating counterfeits	371
25. Managing the supply chain	378
26. What's next?	389
Index	393