

Can IP Help Design Fashion's Green Revival?

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Lisa Ferrari was quoted in a World IP Review article exploring how IP can play a crucial role in the fashion industry's shift towards more sustainable practices and innovation. From synthetic leathers made from fungi to clothing collections crafted from banana waste biomaterial, fashion brands are embracing sustainable materials and manufacturing processes to mitigate their environmental impact. IP professionals are also playing a crucial role in this evolution, with a focus on patent protection for new materials and processes.

Lisa explained that there are developing technologies that "can improve the sustainability of fashion and reduce the negative environmental impact that fashion has become known for." The rise of digital fashion, smart mirrors, and virtual shopping experiences is also revolutionizing retail, offering more sustainable alternatives to traditional fast fashion practices. While these innovations address environmental concerns, they also raise important questions about IP protection in the digital realm, especially regarding copyright issues with AI-driven platforms. Additionally, the growing second-hand market presents opportunities for recycling and upcycling, but it poses challenges, such as IP disputes.

Despite these challenges, the fashion industry recognizes the importance of adopting sustainable technologies and practices to align with consumer demands and mitigate environmental impact. Lisa concluded, "The more that sustainable fashion and the environmental impact of fashion choices have become important to consumers, the more that adopting sustainable technologies has become critical to success in the fashion business."

To read more, click here. *(subscription required)*

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