

Abstract

"Fashion is not something that exists in dresses only. Fashion is in the sky, in the street. Fashion has to do with ideas, the way we live, what is happening." Fashion is not limited to one person or one country or one region. Fashion can be perceived everywhere. Fashion remarkably influences every person's day-to-day life. Fashion magazines, fashion weeks, haute couture, ensembles, silhouettes, and off-the-rack have become so famous that they cannot be ignored. Fashion exerts a profound influence on society, shaping individuals' identities, social interactions, and cultural dynamics. As a multifaceted and ever-evolving phenomenon, fashion reflects and responds to societal values, norms, and aspirations. It is a powerful means of self-expression, allowing individuals to express their style, tastes, and affiliations. Fashion's significance and influence have called for robust legal protection for fashion designs to prevent unauthorised copying and free-riding. Nevertheless, some scholars argue that embracing a "piracy paradox" is crucial for growth and innovation in the fashion industry. According to this perspective, the absence of IP laws in the fashion industry thrives and facilitates the constant revolution of fashion.