

## **The reason why fashion plagiarism cannot be stopped**

The topic of fashion plagiarism is often accompanied by many disputes and involves many people. But the reason why the phenomenon of fashion plagiarism appears and cannot be stopped is that this kind of behavior is a shortcut in design and has more advantages than plagiarism itself. At the same time, there is no complete law to protect the original design so that fashion plagiarism cannot stop.

To begin with some fashion brands plagiarize in order to keep up with the fashion trend in order to make profits at the fastest speed, and plagiarism itself is very simple and can yield results. For example, in a report by Lauren Alexis Fisher, "Kim Kardashian stepped out in an insanely cut-out vintage dress from Thierry Mugler's 1998 archives. Less than 24 hours later, Fashion Nova posted an identity copy of the dress retailing for \$50." (Fisher, 2019). Among them, a fast fashion company can complete the design and sale of a garment in less than one day. They fully use the latest fashion works of other designers and sell them at a very low price. However, some people who do not have enough money to buy the original will choose to buy cheap plagiarism in order to pursue fashion. Another article from Emma Ames also wrote, "Fast fashion brands can identify the popularity of affordable sustainable brands and reproduce them cheaply for the market to purchase." (Ames, 2021). Similarly, some fast fashion brands copy the works of other brands. The plagiarists can put the copied new clothes into production and low-cost sales with little effort. Therefore, this kind of plagiarism can not only help fashion brands complete fashion design easily, but also make money quickly. This easy way to get results makes it difficult for plagiarists to stop.

Secondly, once fashion plagiarism is started, there will be huge interests behind this phenomenon to support the continuous occurrence of this behavior, which makes it difficult to stop fashion plagiarism. Take an example from Jonathan Bailey's article, "Recording to the app tracking firms App Annie and SensorTower, Shein's app even oversuppassed Amazon in the terms of downloads and has helped prop the company to a \$15 bill valuation." (Bailey, 2021). Fast fashion brand Shein often copies the works of other brands. Although plagiarism is bad, their brands still get huge interest support. It is because of their plagiarism that the product design becomes simple and they gain a lot of profits and attention from it that they never stop copying fashion.

Thirdly, the reason why fashion plagiarism has continued is that there is no complete and effective legal system to protect original designs, which leads to some fashion brands have no strong obstacles when copying. For example, a set of copyright laws enacted by the United States 40 years ago will not protect the fashion industry very well, because the United States' positioning for the fashion industry is manufacturing. This has led to the increasing prevalence of fashion plagiarism (Lieber, 2018). Because there is no law as the strongest protection, brand plagiarism can only be condemned by morality rather than punished and regulated by law. Fashion plagiarism can make a lot of profits and it is easy to copy, which will only make more and more brands start to copy. In addition, the existing copyright law is still not perfect. The copyright law only protects the original drawing design, pattern or logo of the brand at most, but does not have any protection for the style of clothing (Huber, 2021). This means that other brands can use it for themselves only by slightly changing the unique logo or pattern on a garment. Such plagiarism cannot be prevented

by law. In general, the law has no perfect protection for the overall design and style of clothing. This has led many brands to quickly plagiarize in disregard of legal provisions. The law cannot stop the occurrence of plagiarism.

Finally, fashion plagiarism is not well protected by law, resulting in many brands plagiarizing other brands' designs because plagiarism is very simple and has great benefits.

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