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Preserving Style & Making IP FASHIONABLE: A Beginner's Intro Into IP & Fashion

Nairobi Kenya, 26 April 2024 – As we celebrate [World Intellectual Property Day](#) today, the intersection of fashion and intellectual property (IP) law takes centre stage as [Artists Rights Africa](#), in collaboration with [Creative DNA](#), [The British Council](#), and [Trio Media Kenya](#) unveils an insightful guide aimed at fostering awareness and understanding among fashion entrepreneurs regarding the importance of IP protection within the industry.

Fashion is not merely about aesthetics; it's a powerhouse driving economies and shaping cultural landscapes worldwide. With the global fashion industry generating over 30 million jobs, according to the World Bank's "[Orange Economy: As a Driver of Jobs for Youth](#)" report, its significance in fostering economic growth and promoting equality cannot be understated. Particularly in countries like Kenya and Uganda, where women significantly contribute to the sector's workforce, fashion emerges as a vital avenue for job creation and empowerment.

Recognizing the pivotal role of intellectual property in safeguarding creativity and innovation within the fashion realm, Artists Rights Africa underscores the imperative for fashion designers and brand owners to grasp the fundamentals of IP law. Through their comprehensive guide, they shed light on the four primary types of IP crucial for anyone operating in the fashion industry:

1. **Patents:** While less common in fashion, patents protect new and inventive products or processes, offering 20 years of protection from the filing date.
2. **Industrial Design:** Similar to patents, industrial design protection safeguards novel designs and inventions, ensuring exclusivity for up to 20 years from the filing date.
3. **Trademarks:** Essential for brand identity, trademarks protect names, symbols, and logos associated with fashion brands, providing legal recourse against infringement.
4. **Copyright:** Offering automatic protection upon creation, copyright safeguards original artistic works such as fashion designs, sketches, and textile patterns, lasting for the life of the author plus 50 years.

This initiative not only serves to preserve creativity but also fosters cross-cultural learning and collaboration, propelling the fashion industry towards greater heights. By demystifying IP law and its applications within fashion, ArtistsRightsAfrica empowers fashion entrepreneurs to navigate the legal landscape effectively, ensuring the protection and prosperity of their creative endeavours.

See attached the [masterclass presentation recording](#) that was delivered to the [Creative DNA Cohort 4 class](#). Additionally, you will find the [presentation slides](#) outlining the key Intellectual Property considerations every Kenyan fashion entrepreneur should be aware of.

Furthermore, there is a highly insightful podcast featuring 2 Creative DNA designers sharing their experience with Intellectual Property in the fashion design industry, along with Immaculate Juma, An advocate ,CEO & Founder of Kulture Shift T/A ArtLawKenya, who guides the designers through various forms of Intellectual Property in fashion design. This podcast will be available on [Trio Media Kenya's Spotify channel](#). Wishing you a Happy World Intellectual Property Day from the British Council, Creative DNA, Trio Media Kenya, and Artist Rights Africa.



For further information and resources on intellectual property in fashion, visit www.artistsrightsafrika.com.

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