

A woman in a long, flowing green gown with a beaded neckline and waist is walking down a central aisle in a grand, dark wood-paneled courtroom. On either side of the aisle, several men in black suits and ties are seated at long wooden desks, looking towards the woman. The room features high ceilings, large windows, and a prominent crest on the back wall. The overall atmosphere is formal and dramatic.

Fashion Law

Protection – Economy – Sustainability

Kuwait- 2025

Kuwait legislates fashion law



Fashion Law

Is a specialized field of law that governs the fashion industry, covering intellectual property protection (trademarks, copyrights, and design patents), commercial regulations, contracts, sustainability compliance, and e-commerce laws. It also addresses legal challenges in counterfeiting, brand protection, and the impact of technology on fashion.





The Fashion Law Conference features:

- Perfumers & Fragrance brands.
- Interior Designers.
- Clothing Designers.
- Jewelry Designers.
- Automotive Designers.
- Legal Professionals.
- Fashion Houses.
- Government Ministries.





WHY PERFUMERS & FRAGRANCE BRANDS SHOULD BE INTERESTED?

Perfume and fragrance brands protect their creations through intellectual property (IP) laws, but since scents themselves are difficult to patent or copyright, they rely on several legal strategies, including:

- Trademarks
- Trade Secrets
- Patents (Rare but Possible)
- Copyright (Limited Use)
- Contracts & Licensing Agreements

WHY INTERIOR BRANDS

SHOULD BE INTERESTED?

Interior designers protect their work through intellectual property (IP) laws, contracts, and industry best practices. Since design concepts themselves are hard to protect, they use a combination of legal tools to safeguard their work.

- Copyright Protection
- Trademarks
- Patents (For Functional Designs)
- Contracts & Non-Disclosure Agreements
- Trade Dress Protection
- Licensing & Attribution Agreements



WHY CLOTHING BRANDS SHOULD BE INTERESTED?

Fashion designers protect their work through intellectual property (IP) laws, contracts, and legal strategies to prevent copying. However, fashion law is tricky because clothing and accessories are often considered functional rather than artistic. Here's how designers safeguard their creations:

- Copyright Protection
- Trademarks & Trade Dress
- Patents (For Unique Functional Designs)
- Contracts & Non-Disclosure Agreements
- Licensing & Royalties
- Anti-Counterfeiting & Legal Action



WHY JEWELRY DESIGNERS SHOULD BE INTERESTED?

Jewelry designers protect their creations through intellectual property (IP) laws, contracts, and legal strategies to prevent copying and counterfeiting. Since jewelry is both functional and artistic, it enjoys stronger legal protection than general fashion.

- Copyright Protection
- Trademarks & Trade Dress
- Design & Utility Patents
- Contracts & Non-Disclosure Agreements
- Licensing & Royalties
- Anti-Counterfeiting & Legal Action

WHY AUTOMOTIVE BRANDS SHOULD BE INTERESTED?

Automotive designers protect their work through intellectual property (IP) laws, contracts, and strategic legal approaches. While fashion law primarily applies to clothing and accessories, automotive design overlaps with fashion in luxury and aesthetic-driven industries. Here's how automotive designers safeguard their creations:

- Design Patents
- Utility Patents (For Functional Innovations)
- Trademarks & Trade Dress
- Copyright Protection (Limited Use)
- Contracts & Non-Disclosure Agreements
- Licensing & Royalties
- Anti-Counterfeiting & Legal Action



PROBLEMS

FACING DESIGNERS IN THE FASHION INDUSTRY

- Design Theft
- Weak Legal Protection
- Marketing and Advertising Challenges
- Environmental Legislation
- Exploitation and Labor Laws





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HOW TO PROTECT YOUR BUSINESS



FASHION LAW PROTECTION

Ensures legal protection for designers and brands by enforcing intellectual property rights, regulating contracts and fair competition, and combating counterfeiting and unauthorized use.





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FASHION LAW ECONOMY

Strengthens the economic impact of the fashion industry by shaping trade policies, protecting investments, and supporting brand expansion and innovation in local and global markets.



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FASHION LAW SUSTAINABILITY

Establishes legal frameworks for sustainability by enforcing ethical sourcing, regulating environmental impact, and promoting responsible production and labor rights in the fashion industry.





WHY BRANDS & DESIGNERS

Should Sponsor the Advocate Academy Fashion Law Conference

Sponsoring the Advocate Academy Fashion Law Conference offers brands and designers a unique opportunity to position themselves as industry leaders in fashion law, innovation, and sustainability.

- Exclusive Industry Exposure
- Brand Protection & Advocacy
- Networking & Business Growth
- Thought Leadership & Recognition
- Marketing & Visibility





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OFFICIAL

Sponsor

Distinguished by participating (through the logo) in all visual and print media throughout the conference as follows:

- Mentioning the name of the entity as an official sponsor exclusively in the conference.
- Placing a logo in invitations to all conference events.
- Placing a logo in media coverage on social media sites.
- Providing the opportunity to give a speech in any of the campaign events, especially in the conference.
- Providing the opportunity to place a special booth for him in the conference.
- Directing thanks from the Advocates Group Academy through various advertising media.
- Honoring the sponsor by the Advocates Group Academy during the awards distribution program.
- He will have priority in participating in the activities and events held during the conference.
- Placing the sponsor's visual identity on all conference publications.
- Broadcasting a special episode of the academy's podcast to market the activities of the official sponsor.
- Up to %50 discount on all training programs provided by the Advocates Group Academy within the annual training plan for members of the official sponsor.
- Discounts of up to %50 for the official sponsor on all the academy's halls and to benefit from the available services and training aids of the academy.

10,000 K.D



PLATINUM

Sponsor

Distinguished by participating (through the logo) in all visual and print media throughout the conference as follows:

- Mentioning the name of the entity as a Platinum Sponsor in the conference.
- Placing the Platinum Sponsor's logo in invitations to all conference events.
- Placing the Platinum Sponsor's logo in media coverage on social media sites.
- Providing the sponsor with the opportunity to place a special booth at the conference.
- Directing thanks from the Advocates Group Academy through various advertising media.
- Providing the opportunity to give a speech at the conference.
- Honoring the sponsor by the Advocates Group Academy during the awards distribution program.
- The sponsor will have priority in participating in the activities and events held during the conference.
- Placing the sponsor's visual identity on all campaign publications.
- Broadcasting a special episode of the Academy's podcast to market the activities of the Platinum Sponsor.
- Up to %30 discount on all training programs provided by Advocates Group Academy within the 2025 annual training plan for Platinum Sponsor members.
- Up to %30 discounts for the Platinum Sponsor on all the Academy's halls and benefit from the available services and training aids of the Academy.

5,000 K.D

GOLD

Sponsor

Distinguished by participating (through the logo) in the visual and print media throughout the conference as follows:

- Mentioning the name of the entity as a Golden Sponsor in the conference.
- Placing the Golden Sponsor logo in invitations to all conference events.
- Placing the Golden Sponsor logo in media coverage on social media sites.
- Providing the sponsor with the opportunity to place a special booth at the conference.
- Directing thanks from the Advocates Group Academy through various advertising media.
- Honoring the sponsor by the Advocates Group Academy during the awards distribution program.
- Placing the sponsor's visual identity on some campaign publications.
- Up to %20 discount on all training programs provided by the Advocates Group Academy within the 2025 annual training plan for members of the Golden Sponsor.
- Discounts of up to %20 for the Golden Sponsor on all the halls of the Academy and benefiting from the available services and training aids of the Academy.

3,000 K.D



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SILVER

Sponsor

Distinguished by participating (through the logo) in the visual and print media throughout the conference as follows:

- Mentioning the name of the entity as a silver sponsor in the conference.
- Placing the Silver Sponsor's logo on invitations to all conference events.
- Placing the Silver Sponsor's logo on media coverage on social media sites.
- Directing thanks from Advocates Group Academy through various advertising media.
- Honoring the sponsor by Advocates Group Academy during the awards program.
- Placing the sponsor's visual identity on some of the campaign's publications.

1,000 K.D

CONFERENCE PLAN OVER FIVE YEARS:

This conference is part of a five-year strategic plan, starting this year in Kuwait, with the event moving across GCC countries in the upcoming years, concluding in Kuwait in the fifth year. Through this plan, we aim to create a sustainable platform that brings together stakeholders in the fashion industry in the Gulf, including designers, legal experts, and decision-makers, to achieve tangible results.





IN CONCLUSION:

We are confident that your participation in this important event will contribute to enhancing the fashion industry's status in the Gulf and lay the legal foundations for regulating this vital sector. We hope this initiative will receive your full support, and that you will play a central role in the success of this conference and in shaping the future of the fashion industry in the Gulf.

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Scheduled to be held on

Monday 28/04/2025

at the Four Seasons Hotel in the State of Kuwait



We are looking forward to you joining us

Thank you

