



**Fashion Law**  
Master of Law  
(LL.M.)



# Italy and Fashion: a long-standing relationship

Italy has always been synonymous with fashion: the Italian style is immediately recognizable, appreciated and envied all around the world. Undoubtedly, “Made in Italy” is a guarantee of originality, refinement, sophistication and quality in fashion production.

The Italian fashion sector is one of the most dynamic and fastest growing markets, which sees the constant evolution of economic relationships and consequent legal problems. Italy is also home to some of the world’s most important fashion houses and is constantly at the forefront of international and European initiatives regarding the fashion world.

Rome, in particular, has always played a key role in this business thanks to its long-standing tradition in handicrafts and its unparalleled beauty, art and creativity, making this city the inspiration for iconic pieces, renowned advertising campaigns and acclaimed movies as “La Dolce Vita”.

All these elements make Italy and, especially, Rome the ideal location for advanced studies in Fashion Law and the perfect observatory, from an international and European perspective, for the numerous legal concerns regarding the entire cycle of fashion production, commerce and the supply chain. Studying in Italy may also increase the potential of working in one of the aforementioned organizations and industries.



# CONTENT

The Master (LL.M.) in Fashion Law is organized to favor alternation between academic lectures and interactive activities with the direct involvement of specialized lawyers, in-house counsels, experts and academics.

The course is divided into modules, focusing on tackling the main legal challenges from the creation of the product to its placement on the market, including intellectual property, trademarks, distribution contracts, and consumer protection. Key subjects for the fashion industry (such as fashion shows, online distribution, corporate social responsibility, sustainability and communication and social media) will be specifically addressed.

The program comprises the following modules:

## **1. FASHION INDUSTRY: BUSINESS MODELS AND LEGAL FRAMEWORK**

Module I introduces students to the fashion sector and highlights the scale of its size and division into different segments, including jewelery and cosmetics. The module focuses on the impact of the industry in the legal sector and related development within the legal profession. The second part of Module I focuses on the legal architecture governing Fashion Law at the domestic and European levels. The lectures demonstrate how WTO provisions and EU law shape and regulate the fashion market, imposing fair competition, industrial protection, product compliance and environmental sustainability.

## **2. FROM THE CREATION OF A FASHION PRODUCT TO ITS PRODUCTION: EUROPEAN AND INTERNATIONAL PROTECTION**

Module II tackles rules governing intellectual property rights in the fashion sector, from copyright protection to norms safeguarding design, patent rights and know-how. It also provides a complete analysis of the legal instruments required to defend fashion brands from trademark infringements to protection of their intellectual property. The second part of this module addresses the legal implications surrounding the creation of a fashion product, deepening norms on product compliance, supply agreements and “Made In” regulations to protect craftsmanship and authenticity.

## **3. FROM THE FASHION SHOW TO THE MARKETING OF A FASHION PRODUCT**

Module III provides an all-encompassing overview of the legal aspects of marketing and distribution models for fashion and design goods, with a specific focus on wholesale, retail, franchising, shop-in-shop, department store, concession and distribution agreements within the brick and mortar retail model. In addition, lease agreements, store planning agreements, visual merchandising and licensing will be analysed with a hands-

on approach thanks to the contribution of prestigious in-house and specialized lawyers. In addition, Module III examines legal issues related to fashion shows, including labor law and codes of conduct as well as contracts such as those with models and fashion agencies. Students will be required to work on case studies and practical examples.

## **4. NEW DISTRIBUTION CHALLENGES: DIGITAL MARKET AND OMNI-CHANNEL MARKET**

Module IV deals with complex legal issues linked to e-commerce, the digital market and its risks such as mirror sites or parallel online markets within the EU Digital Market. In addition, students will analyse omni-channel market instruments, which encourage synergy between sales and advertising channels to develop specific offers to end users. Such retail integration and potentially increased online customer profiling demand robust knowledge of privacy and consumer protection laws.

## **5. ADVERTISING AND COMMUNICATION**

Module V is dedicated to the complex and rapidly evolving world of communication and will guide students through the legal challenges posed by the current regulatory framework. Most recent case law acts as a guide to legally communicate and draft appropriate advertising for fashion and design products, through press and traditional media, social networks and new media, using third-party content and exploring the new frontiers of blogging, product placement, testimonials, and the involvement of charities in addition to events and sponsorships.

## **6. COMPLIANCE AND CORPORATE SOCIAL RESPONSIBILITY**

Module VI focuses on legal compliance applied to all stakeholders involved in the fashion sector, including producers, distributors and importers. Particular emphasis is placed on the regulatory framework of anti-fraud and consumer protection, transfer pricing, as well as legal compliance with environmental, health and safety standards. In addition, students will become familiar with the growing concern for sustainable production and the application of circular economy principles, which requires the use of safe chemicals, legal imports of precious animal skins, attention to the sustainability of natural resources and certification of the supply chain with specific attention paid to social issues such as gender equality, human rights and child labor throughout the entire production phase.

## **7. DISPUTE RESOLUTION SYSTEMS**

Module VII provides an understanding of the possible dispute resolution systems available in the fashion sector besides litigation, with a specific focus on arbitration and alternative dispute resolution (ADR), forum shopping and preferred jurisdiction arising from European and international case law.

## OBJECTIVES

The creation and successful market-placement of a fashion product involve several interlinked activities requiring specific legal attention: the “idea”, its authenticity and the manufacturing methods must be protected against imitation, counterfeiting and other infringements; national and international regulations on chemicals require to set and follow strict rules and request specific product compliance; advertising and marketing must be undertaken in compliance with domestic and transnational legal boundaries; the sale and distribution of products may require different legal models depending on the commercial strategy; disputes may arise from breaches of contract or for violations of mandatory national or international norms. These legal issues are of significant interest for lawyers, consultants, entrepreneurs, and business and trade associations.

The LUISS School of Law Master in Fashion Law (LL.M.) is the very first program in Europe to comprehensively address all of the legal matters and expertise involved in the regulation of the fashion sector. Through classes, workshops, practical and experiential learning activities, seminars, conferences and direct contact with professionals, experts, market leaders and academics, the Master in Fashion Law develops and improves professional abilities and personal skills, preparing participants for numerous career opportunities.

## PARTICIPANTS

The program is open to professionals wishing to acquire or to advance their knowledge of the key aspects of Fashion Law from an international and European perspective. The Master in Fashion Law is suitable for those wishing to open themselves to a wide range of career opportunities, including: national and international fashion house, dedicated law firms, consulting firms, textiles, jewelry and hi-tech industries, business organizations and trade associations requiring skilled and experienced professionals with this specific legal background.

## DIRECTOR

Angela DEL VECCHIO, Professor of International and EU Law, LUISS Guido Carli

## STEERING COMMITTEE

Daniela DELLA ROSA, Founder, DDR Law Firm

Sergio MARINI, General Counsel, FENDI

## COORDINATOR

Domenico PAUCIULO, LUISS Guido Carli

## FACULTY

Our faculty includes specialist lawyers working in prestigious national and international law firms, general counsels and in-house counsels of renowned fashion brands, prominent independent consultants, academics, business and industrial experts. The diversity of the faculty provides participants with an interdisciplinary learning experience, enriched with case studies and practical examples. The complete list of our faculty members is available on our website.

## CAREER OPPORTUNITIES

Graduates from our Master in Fashion Law acquire the necessary knowledge and experience to work for:

- **Fashion Houses:**  
Fashion lawyers are particularly valuable as in-house counsels given the specific nature of this business sector which requires legal professionals with multidisciplinary expertise and an understanding of complex legal issues at the national, transnational and international levels.
- **Law Firms:**  
A growing number of law firms and consulting firms are focusing on fashion law, given the increasing demand for transactional, contractual and litigation services in this sector, which requires experience within legal fields traditionally managed through separate legal departments.
- **Textile, Jewellery, Hi-Tech Industries:**  
The launch of fashion products involves several steps and a wide range of activities often performed by different suppliers and partners that may entail intricate contract negotiations, shared responsibility for transportation and distribution, protection of copyright, and patent rights.
- **Business Organisations and Trade Associations:**  
Given its interdisciplinary nature, studying fashion law allows participants to pursue a career in business and trade organizations in charge of regulating, supervising and promoting the fashion market.

To assist current and future graduates in achieving their professional goals, LUISS School of Law assures its support, ranging from ad hoc training and preparation for job placement programs to developing career opportunities. Upon completion of the program, special care is devoted to the establishment of internships and traineeships in areas of potential interest for Fashion Law graduates. During the program, contacts within the fashion world are facilitated.

## CLASSES

In order to foster the participation of professionals and graduates, classes are held primarily:

- Fridays: 2:00 p.m. - 8.00 p.m.
- Saturdays: 9 a.m. - 1 p.m.

Workshops, seminars and additional events accompany the lectures, with the participation of experts who interactively present their work experience and careers.

## CREDITS

60 ECTS (European Credit Transfer System)

## DIPLOMA

Master of Law (LL.M.) in Fashion Law  
Master Universitario di II livello

## DURATION OF PROGRAM

September 2019 to June 2020

## LANGUAGE

English



## **ADMISSION REQUIREMENTS**

Candidates must meet the criteria provided by the Master Academic Regulation available on the website.

## **PROGRAM FEES**

8,500 Euro to be paid in two instalments.

## **INFORMATION**

LUISS School of Law  
Viale Pola 12, 00198 Rome  
T +39.06.85225579/352  
F +39.06.85225339

[fashionlaw@luiss.it](mailto:fashionlaw@luiss.it)  
[lsl@luiss.it](mailto:lsl@luiss.it)