

Yeshiva University, Cardozo School of Law

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Flyers 2018-2019

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2-26-2019

### Fashion Law Symposium

Benjamin N. Cardozo School of Law

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Join the Fashion Law Society and the FAME Center to hear what attorneys, designers, and movers and shakers in the fashion industry have to say about "innovation in fashion."

The Symposium will emphasize those aspects in the fashion industry that are rapidly changing, such as the influencing shift from magazines to social media; wearable technology and the use of AI to improve consumers' experience with fashion; sustainability initiatives; and retail changes from brick-and-mortar/department stores to e-commerce—with the legal perspective in mind. Pending CLE credit approval.

RSVP here: <https://bit.ly/2TCj1Jv>

# FASHION LAW

# SYMPOSIUM

#### Corporate Social Responsibility: Creating (and Maintaining) Sustainable Fashion

In an age of constant change, brands are developing social consciousness initiatives to impose less harm on the earth. This panel will discuss the interests that brands have in sustainability measures and corporate social responsibility, as well as what steps licensees take to adhere to brands' standards and to what extent. It will also discuss the regulations already in place in several states, such as California and Delaware and abroad, and whether a standard federal regulation is necessary or on the horizon.

#### The New Frontier: Technology in Fashion

The fashion industry is always taking twists and turns: from how we style to how we design and make the clothing we wear. In every age, the process becomes a little different. We are now in a century where clothing can be made instantly using 3D printers or wearing AI on our wrists through smartwatches. The questions facing the fashion industry about privacy in fashion and design and utility patents are growing. This panel will discuss these questions and how the law is adhering to this new phenomenon.

#### The Retail Revolution: Utilizing Real Estate in the Digital Age of Shopping

When it comes to retail, the industry has taken a giant change in direction: from department store consumer relations and storefronts to online direct-to-designer/direct-to-consumer platforms. E-commerce and social media revolutionized the fashion world by making it easy to shop directly from home, with nothing required more than the push of a button or a "swipe" up. To ensure fashion is showcased in brick-and-mortar form and keep consumers engaged, brands look to innovate by hosting pop-ups and "experiences." This panel will discuss the future of retail and its effects on the real estate market.

#### The Influencers of Fashion: From Magazines to Instagram

With the rise in social media, consumers' reliance on the department store catalogs and fashion magazines lessen and their dependence on social media influencers and direct-to-designer platforms heightens. This panel will converse on the different issues that arise in influencing the fashion world (and whether the guidelines and regulations for print and digital media differ in practice), the extent of "social" in social networking, and whether social media has helped or disrupted the fashion industry.

**FEBRUARY 26, 2019**

**9:00 AM - 5:30 PM**

**CARDOZO LAW  
JACOB BURNS  
MOOT COURT ROOM  
55 FIFTH AVE.  
NEW YORK, NY**

