LUXURY INDUSTRY PERSPECTIVE
THE IMPORTANCE OF INDUSTRIAL DESIGNS : INNOVATION THROUGH DESIGN

Stéphanie Di Palma, In-House IP Counsel at CHANEL

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Introduction

Innovation / creativity

Creativity as driver of Innovation in the Luxury Fashion and Jewelry industry
“In order to be irreplaceable one must always be different” – Gabrielle Coco Chanel

- Game-changing innovator;
- Precursor of new trends in fashion inspiring countless women around the globe;
- Leaving an invaluable legacy.
Examples of recent creations at Chanel
Ongoing innovation and creativity at Chanel

Towards the future: 3D printing

HAUTE COUTURE & 3D TECHNOLOGY FALL-WINTER 2015/16 COLLECTION

For the Chanel Fall-Winter 2015/16 Haute Couture collection, Karl Lagerfeld reinvents the classic Chanel suit. “The idea was to take the most iconic jacket from the 20th century and turn it into a 21st century version, which technically was unimaginable in the period when it was created,” explains the designer.

In place of fabric and stitches, the jacket’s structure is produced using 3D printing, in one piece, with a supple texture. Serving as a canvas for the “petites mains” of the Chanel ateliers, the jacket’s openwork “cage” of padded quilting is then embellished with sequin embroidery and braiding.

Photos by Anne Combaz
Chanel Turns to Industrial 3D Printing to Develop the First 3D Printed Mascara Brush

LE VOLUME RÉVOLUTION DE CHANEL
BROSSE DE MASCARA IMPRIMÉE EN 3D

FORME SPÉCIFIQUE
Répartition homogène de la matière sur les cils et résultat volume extrême sans surdose grâce à une implantation au centième de millimètre des picots et une extrémité conique

SURFACE
Surface présentant des rugosités pour une adhérence aux cils et une restitution de la matière optimisées

MICROCAVITÉS
Des microcavités créées afin d'absorber la matière pour délivrer la juste dose sans avoir à retremper la brosse entre le maquillage des deux yeux

TECHNOLOGIE
Nouvelle génération de brosse de mascara fabriquée par impression de couches successives d'une poudre de polyamide
How to secure and promote creativity at CHANEL

Designs as means of strengthening the protection
In House IP Counsel’s mission

1. Clear new names and designs for safe use

2. Register and maintain our rights

3. Enforce our rights
Protecting features of a product through IP rights

= GABRIELLE CHANEL +

= CODE COCO +

Image of a perfume bottle and a watch, indicating that these are protected through IP rights.
Aesthetics – core to luxury (jewelry, watches, fashion)
Design protection is key for Chanel (deterrent, enforcement)
Chanel owns over 1700 Design registrations.
Disclosure to public (fashion shows).
Many countries allow for a deferment of publication of designs, which protects the secret from the competitors.
Protecting through designs.

- Choosing the good and relevant views when filing the application.
- Drawings, pics.
- Working in collaboration with marketing and development departments to get the right information/drawings, which will be accepted by the local Tm and Patent Offices.
Protecting through designs.
How designs can make the difference?
Importance of design protection

- The deterrent effect
- Border control - Registration with customs?
- Enforcement actions
Infringement trends

GENUINE PRODUCT

INFRINGEMENT/COUNTERFEIT
Components
Infringement trends

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<th>GENUINE PRODUCT</th>
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Infringement trends

GENUINE PRODUCT

INFRINGEMENT/COUNTERFEIT

[Images of genuine and infringed products]
In summary:

• Designs are about aesthetics, the ornamental/visual features of the product that appeal to consumers, hence its importance for luxury fashion, beauty and jewellery industry.
• Protection because the features are likely to be copied/counterfeited.
• In the case of a famous luxury brand like Chanel, the designs have in practice a distinctive character and are strongly identified with the brand and the high quality.
• Designs protect and sustain creativity.
THANK YOU!

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