

Issues facing paris fashion industry

[Design](#), [Fashion](#)



There are several problems that are being faced by the fashion industry in France. Competition is one of the problems that have been faced by the Paris fashion industry. Asian industries are producing low priced and quality products that on the other hand have brought about stiff competition in the industry. Most people have reduced their budgets substantially and are unwilling to spend the amount they used there before in the buying of clothes and other fashion products have affected the industry as well and they are looking for substitute products that would serve the same purpose yet cost lower than the Paris products (Lai, 2001).

With new and increased products from India and China dominating the fashion industry have resulted to the decrease of sales by the Paris fashion industry. People are adjusting their interest rates and also are readjusting their spending habits which have also been the reason why the fashion industry is facing a blow. It's estimated that the clothing industry is already facing a consumer slowdown in the world and also in the areas served by the Paris manufacturers and this is hoped to bring in a disaster to local manufacturers.

The local manufacturers must work hard and must be able to respond to the changes that are already dominating the market because they are very crucial for the survival of the industry. The manufacturers will need to work more closely with the retailers to enhance a closer relationship with the consumer and also to increase the consumer trust. IPRs Issues Intellectual property rights are a creation of different and recognized property rights and are correspondence to the field of law.

Under the IPRs, the property owners are granted some rights to different intangible products that may include video, music and other artistic work as well as symbols and designs. The IPRs may include the trade mark, the patents, copyrights and industrial design rights as well as trade secrets. The name Intellectual property began to be used in 19th century (Lindberg, 2008). The IPRs seems to have no effect or to protect the Paris fashion industry because there is no unique law that governs the creation or dominance of any design given by the company.

This has affected the Paris fashion industry because the Asian companies have continually copied the French designs which on the other have brought about controversy and also have dominated the market due to price competition. For example, in 1960, the French grand couturiers Yves, presented the work that was drawn by the German painter. This issue raised a concern on the intellectual property right. Since then, the property right has been on the concern of the fashion industry thought most companies make similar designs but with different brand names.

The intellectual rights in the fashion industry are seemed to be preventing progress and innovation as well. This is because, when a product is designed and made, without a substitute and competition of the product, it would be hard to improve the product since there is no any other product challenging it in the market. Monopolies backed by copy right (IPRs) have been harming the public demands because there is less to select from.

In the fashion industry, IPRs have less to do in order to improve the competition and adhering to the market demand. The French fashion industry has become competitive because the IPRs have not been effective

and have also influenced the trading secrets in order to retain the market that is already being dominated by the Asian products. The other problem with the IPR is that the protection may be extended to a longer duration and some times could be forever.

This on the other hand will promote low quality products and market dictation of the protected property. Protecting French savoir-faire Savoir-faire is doing or saying the right thing. The French-faire can be said to be protecting the French products that are believed to be of quality and right (Schechter and John, 2003, Miller and Michael, 2000). Paris products were double stitched in order to promote longevity which created the name for the products and could be passed from generation to the other.

Introduction of products from Asia and other European counties have brought about an issue of whether Paris should protect its products from imageries and also imitation from other products that are not of the same quality though they bear the same design (Burk and Mark, 2009). There are different ways Paris can use to protect its Savoir-faire that include;

- The French fashion industry must use effective marketing strategies that would help them gain in the market and win over their competitors The other thin these companies must do is to make a step ahead and market their products online. This will help in reaching more customers and those who would be looking for similar product online.
- The other thing these companies should consider is to go offshore; this will help them in reducing the cost of production hence increasing profits.

- It has been noted that the retailers that are contracted by these companies are slowly loosing to other companies from Asia and Europe because they have gone online and are able to sell direct to the consumers. The other thing that should be done is the government to give these companies incentives. These incentives could be financial or waiver of some taxes as it would help them increase and commit their finances in marketing in order to retain their market as well as penetrating to the new markets.
- The other the government should on the other hand increase the taxes of the products that are entering the country in order for them to sell at a higher price giving the local products an opportunity to endorse price competition. Globalization has been another problem the French product is facing. This is because any product can be sold anywhere provided it meets the required standards by the country's regulations.
- The government should also help the French companies in protecting their Savoir-Faire through introducing tough laws that will guard their [products internationally against copyright and imitation. This will help these companies retain their trade marks are probably tags for their products (Scheherazade, 2010).