

Reading

Fashion piracy

A Discuss these questions before you read the article.

- 1 Do you own a product which is an illegal copy of a well-known brand? If so, what is it? Where did you buy it? How much did it cost?
- 2 How can manufacturers protect their brands from piracy (illegal copying)?

B Match these words and phrases with the definitions.

- | | |
|----------------------|---|
| 1 global offensive | a) plans of a company to achieve its objectives |
| 2 counterfeiter | b) agreements which allow a company to make and sell a registered product locally |
| 3 copyright abuse | c) taking strong action all over the world |
| 4 a network | d) a person who copies goods in order to trick people |
| 5 merchandise | e) to copy someone else's work, for example their designs, without permission |
| 6 corporate strategy | f) a large number of people or organisations working together as a system |
| 7 logo | g) goods for sale |
| 8 licensing rights | h) to change the way something is organised |
| 9 to rip off | i) the symbol of a company or other organisation |
| 10 restructure | j) to sell illegal copies of a brand as if they are the real thing |

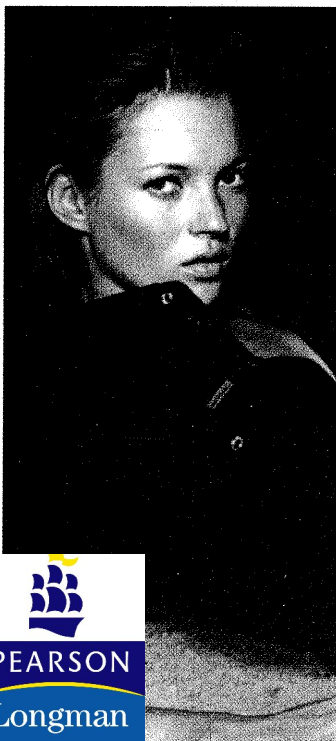
C Read the article quickly to find out:

- 1 which Calvin Klein products are commonly copied.
- 2 why the problem is getting worse.
- 3 how the company is dealing with it.

D Read the article again and answer these questions.

- 1 What was Calvin Klein's attitude to counterfeiting in the past?
- 2 Why has the company changed its way of dealing with counterfeiters?
- 3 What has the company done to change the way its business operates and to increase its size?

Calvin Klein is tired of piracy, says Alice Rawsthorn, and has started a global offensive against counterfeiters



Fashion victim fights back

Walk into a street market anywhere from Manila to Manchester, and someone will be selling T-shirts 30 branded with the distinctive CK logo of Calvin Klein, the New York fashion designer. If the price is very low, the T-shirts are probably fakes. 35 Calvin Klein, like most other internationally-known fashion designers, has, for a long time, had problems with counterfeiters selling poor- 40 quality merchandise bearing his brand name. Now he is doing something about it. 'As the Calvin Klein brand has become well-known, we've 45 seen a big increase in counterfeit activity,' says Gabriella Forte, chief executive of Calvin Klein. 'The better-known the brand name, the 50 more people want to rip it off.' In the past Calvin Klein took a relatively passive approach to the counterfeit problem. The company has 55 now got tougher by establishing a network of employees and external specialists to uncover copyright abuse. The move began with a 60 general change in corporate strategy whereby Calvin Klein has aggressively expanded its interests outside North America. Calvin 65 Klein has been one of the leading fashion designers in the North American market since the mid-1970s. Now Calvin Klein is building up 70 its fashion business in other countries. It has increased its investment in advertising, and restructured its licensing arrangements by signing long-term deals with partners for entire regions such as Europe or Asia, rather than giving licensing rights to individual countries. But as sales and brand awareness have risen, Calvin Klein has become an increasingly popular target for Asian and European counterfeiters, alongside other luxury brands such as Gucci, Chanel and Ralph Lauren. The fake goods, mostly T-shirts, jeans and baseball caps, not only reduce the company's own sales but damage its brand image by linking it to poor quality merchandise. 'You'd be amazed at how many people pay \$5 for a T-shirt without realising it's counterfeit,' said one executive. From the *Financial Times*


FINANCIAL TIMES
World business newspaper.

Language review

Past simple and present perfect

Complete the rules with the words *past simple* or *present perfect*.

- We use the to connect the present to the past. One of its main uses is to show the relevance of a past event in the present: *Calvin Klein has been a leading fashion designer since the mid-1970s.*
- We use the to talk about a finished action at a definite time in the past: *In the past, Calvin Klein took a passive approach to the problem.*

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A Complete the memo with the past simple or present perfect forms of the verbs in brackets.

Memo

TO: Peter Schofield
 FROM: Jaqueline Delacroix
 DATE: 5 July

RE: Counterfeiting

I'm worried about the sales of the range of fragrances we
launched.....¹ (launch) two years ago. In the first year, sales
² (increase) steadily. However, since the beginning of this year, sales
³ (fall) by almost 10%.

The reason for this is clear. Several firms in SE Asia
⁴ (copy) our designs and are now flooding the French market with them. This
⁵ (become) a serious problem.

Last month, I⁶ (organise) a team of investigators. Up to now, they
⁷ (find) many counterfeit goods, which the police
⁸ (seize) and impounded. Yesterday, I
⁹ (contact) several firms who
¹⁰ (inform) me that they
¹¹ (have) similar problems. They all
¹² (lose) sales because of counterfeiting.



B Work in pairs. Role play either the fashion designer or the general manager.

Fashion Designer

You are a self-employed young fashion designer at the start of your career. A large store is selling T-shirts which look exactly the same as some of your new designs which you haven't sold yet. You meet the general manager of the store to make your complaint and ask for financial compensation.

General Manager

You are going to meet a young designer who thinks you have stolen their designs. It is quite common for the store's design team to get ideas for products from student fashion shows and art school exhibitions. Be sympathetic, but admit nothing.

