

Imitation in the Fashion Industry

The fashion industry has a few sure-fire elements to offer from time to time. In every new season, high-end and widely-known fashion designers intricately design and craft garments in no substantial quantity and display them on stage during their runway shows. The motive behind the runway shows is not to sell these pieces of clothing but to reinforce the profile of such designers in the media and among the shoppers to sell more commercially viable clothes and considerably more than that, a whole lot of more accessible accessories. Another thing that one can expect from the fashion industry every season is the issue of imitation and copying. Copying in the fashion industry is as old as the industry itself. The entire industry focuses on one idea that trendy clothes and outfits should be affordable and available to all customers. But, the question is, does the issue of copying damages the reputation of the fashion designers? Or, does it keep the wheels of the fashion industry moving and turning?

THE COST OF KNOCKOFFS

In today's high paced world, knockoffs are more widely-spread than ever before, as a result of which, the brand loyalty is at stake. Customers will always get attracted towards lower-cost counterfeit items, especially if the item is trendy, and they look forward to wearing it only for a season or two. Moreover, the fact that such duplicates are available and accessible almost everywhere makes the fashion labels less desirable. The designs copied by fast fashion designers waters down everything, which ultimately hurts the business and authenticity of the original brands and fashion designers. Counterfeit products and replicas can prove to be even more costly for emerging designers in the industry. Initially, young and new designers don't have much reputation and customer-base to drive sales. Additionally, the customers are also not aware of the fact that they are buying copies as they hardly know about the emerging designers. But, are the fast-fashion designers or retailers intrinsically bad, or just another part of the fashion industry?

WHAT'S THE CONCLUSION?

Imitation is indeed a crucial aspect and poses a threat to the fashion industry, but it is probably not going anywhere in the long run. Many people around the globe are a firm believer of the fact that the role of fast fashion designers and brands is to bring the latest trends from the runways to the masses. Somehow, there will always be a section of people who are willing to buy such clothes for various reasons. Experts also



say that copycats first create and then subsequently destroy the fashion trends, which help in moving the fashion industry.

On the contrary, some people argue by saying that fashion copycats dilute the allure of luxury brands and fashion labels. They believe that for the designers who consider their creations as pieces of art, getting copied means nothing less than being robbed. As there are two aspects to this story, one can never come to any conclusion. However, since fashion is so inherently cyclical, inevitably, there will always be claims of copying.

