

IP AND FASHION: SUPPORTING DESIGNERS WITH INTELLECTUAL PROPERTY

Empowering African Fashion Designers through IP and Branding tools Project

Mam Issa Mboob-Hunger
Senior Program Officer

Michelle Koko
Consultant

Department for Trademarks, Industrial Designs and
Geographical Indications



The African Fashion Industry: A Story of Growth and Potential



- **\$31 Billion market**
- **Global force in cultural expression and identity.**
- **Powerful engine for economic growth, job creation, and the empowerment of women and youth.**

WIPO FOR OFFICIAL USE ONLY



The African Fashion Industry: A Story of Growth and Potential



- Limited IP Awareness
- Infrastructure & Policy Gaps
- Global Market Access

WIPO FOR OFFICIAL USE ONLY



The Opportunity: Turning Creativity into Lasting Assets

Intellectual Property is the bridge between a great idea and a valuable brand.



- Protect** your unique designs from imitation.
- Build** a recognizable and trusted brand name.
- Attract** investment and partnership opportunities.
- Create** new revenue through licensing and sales.

The African Fashion Design Industry: Capturing Value Through Intellectual Property

Executive Summary



The background image features three African women standing outdoors under a clear blue sky. The woman on the left is wearing a teal dress with large white and black circular patterns and a matching headwrap. The woman in the center is wearing a patterned dress and a headwrap. The woman on the right is wearing a bright yellow jacket over a patterned top and a large teal hat. All three are wearing sunglasses and have confident expressions.

Our Response: Empowering African Fashion Designers through Intellectual Property and Branding Tools

- **Our Goal:** To bridge the gap
- **Our Method:** A holistic 3-Pillar framework
- **Our Focus:** Building tangible skills, creating market access, and ensuring a sustainable legacy for African fashion.

A 3-Pillar Approach



1



Partnership & Awareness (English, French)

- Building a foundation with IP Offices and other partners, awareness raising webinars.

2



Capacity Building

- **IP Management Clinic (IPMC):** Tailored mentorship for 20 selected designers.
- **"IP Runway" Competition:** A series of creative challenges where designers immediately apply their new skills in practice, putting their knowledge to the test.

3



Visibility & Market Access

- **Global Showcase:** Finalists presenting their collections at a high-profile event in Paris.
- **"IP Runway" Series:** The aim of broadcasting the filmed competition on major platforms like Netflix and Canal+.

Pillar 1 in Action



1



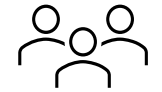
Webinars (English, French)

Your Journey Starts Here

- **Awareness Webinars**
- **Collaboration with IP Offices**
- **Official Call for Participants**



Pillar 2 in Action



African
Fashion
Designers

2



Capacity Building

IPMC : 20 selected designers & "IP Runway" Competition

- Tailored mentorship program
- Master your brand with Effective IP strategy
- Apply your new skills in a creative challenges



Pillar 3 in Action



3



Visibility & Market Access

IP Runway the Series & Showcase

- Global Broadcast
- Edutainment series
- The grand finale Fashion Showcase
- Promotion on streaming platform



Be Part of the Story

A photograph of three Black women standing side-by-side, wearing vibrant, colorful African-inspired clothing. The woman on the left has a large afro and wears a yellow and blue patterned top. The woman in the center has a tall, purple, spiky headpiece and wears a colorful patterned top. The woman on the right wears a red and blue patterned headwrap and a red top. They are all looking directly at the camera with serious expressions. The background is a textured, grey wall.

- **Engage:** Your participation today is the first step.
- **Prepare:** As an African designer start thinking about your brand, your designs, and your global ambitions.
- **Watch:** Look for the Webinars and Call for Participants which will be announced through WIPO channels and/or your national IP offices in the coming months.
- **Become an Ambassador:** Amplify this message and help build the future of African fashion.