

TRADEMARKS IN SUSTAINABLE FASHION: A Comparative Legal Analysis of Indonesia and Italy

Ampuan Situmeang; Abdurrahman Alhakim; Winda Fitri; Hien Trinh
Faculty of Law, Universitas Internasional Batam, Indonesia;
Faculty of Economic Law, University of Economics and Law, Vietnam
Email: ampuan.situmeang@uib.ac.id

Received: Nov 10, 2023; Reviewed: Nov 23, 2023; Accepted: Des 5, 2023; Published:
January 10, 2024

Abstract

Trademarks have played a significant role in safeguarding intellectual property within the fashion industry and have been instrumental in upholding the reputation of various companies, particularly those aspiring to adopt sustainability concepts. This research aims to delineate the legal challenges and potential solutions for protecting intellectual property rights related to trademarks and the integrity of claims for sustainability implementation in Indonesia, employing normative research methods and comparative analysis with Italy's legal framework. The analysis reveals several structural differences between Indonesia and Italy's trademark legal frameworks despite sharing similar objectives. Italy has already been able to foster the integrity of sustainable claims in the fashion industry through regulations from the European Union although no direct connection to trademarks exists. On the other hand, Indonesia has yet to regulate the integrity of sustainable claims in the fashion industry although it possesses a sufficient foundational framework that

could be further developed through its connection to the communal intellectual property protection system.

Secara tradisional, merek memiliki peran penting dalam melindungi kekayaan intelektual di dalam industri fesyen dan telah menjadi kunci dalam menjaga reputasi berbagai perusahaan, terutama yang berkeinginan menerapkan konsep keberlanjutan. Penelitian ini bertujuan untuk menguraikan tantangan hukum dan solusi potensial dalam melindungi hak kekayaan intelektual yang terkait dengan merek serta menjaga integritas klaim implementasi keberlanjutan di Indonesia, dengan menggunakan metode penelitian normatif dan analisis perbandingan dengan kerangka hukum Italia. Analisis ini mengungkapkan beberapa perbedaan struktural antara kerangka hukum merek di Indonesia dan Italia, meskipun memiliki tujuan yang serupa. Italia telah berhasil menggalang integritas klaim keberlanjutan di industri fesyen melalui regulasi dari Uni Eropa, meskipun tidak ada keterkaitan langsung dengan merek. Di sisi lain, Indonesia masih harus mengatur integritas klaim keberlanjutan di industri fesyen, meskipun memiliki landasan kerangka kerja yang memadai yang bisa lebih dikembangkan melalui keterhubungannya dengan sistem perlindungan kekayaan intelektual komunal.

Keywords: *trademark protection, sustainable fashion industry, legal comparisons, intellectual property*

Introduction

The fashion industry constitutes a vital component of the global economic system.¹ As the fashion industry continues to expand, concerns regarding its environmental impact have grown in tandem, fueled by large-scale production processes taking place across the world.² These concerns

¹ Iliana Papamichael et al., "The Perception of Circular Economy in the Framework of Fashion Industry," *Waste Management and Research* 41, no. 2 (2023): 251–63, <https://doi.org/10.1177/0734242X221126435>.

² Shreshtha Ramkalaon and Abu Sadat Muhammad Sayem, "Zero-Waste Pattern Cutting (ZWPC) to Tackle over Sixty Billion Square Metres of Fabric Wastage during Mass Production of Apparel," *Journal of the Textile Institute* 112, no. 5 (2021): 809–19, <https://doi.org/10.1080/00405000.2020.1779636>.

have instigated shifts within the fashion industry towards the adoption of more environmentally friendly and sustainable practices, guided by specific values and ethics.³ The industry's growth reflects an increasing awareness of the need to promote socially and environmentally responsible business practices, especially among conscious consumers who understand the perils of overconsumption.⁴ Amidst the dynamics of this industry, brand protection has become a critical element in safeguarding the reputation and integrity of the businesses involved,⁵ while also fostering innovation and healthy competition. A brand is a symbol or sign used to identify the products or services of a particular manufacturer or provider, and it may encompass names, logos, or other distinguishing characteristics that set these products or services apart from others.⁶

In the legal context, the regulatory framework governing trademark protection in the fashion industry holds profound implications for how companies can operate and innovate in a sustainable economy.⁷ Indonesia⁸ and Italy⁹ use the legal system derived from Ancient Rome, under the banner of civil law. However, both countries' legal systems are not the same, as Indonesia is hugely influenced by the Dutch legal system and Italy is

³ Kirsi Niinimäki, "Ethical Foundations in Sustainable Fashion," *Textiles and Clothing Sustainability* 1, no. 1 (2015): 1–11, <https://doi.org/10.1186/s40689-015-0002-1>.

⁴ Siavash Rashidi-Sabet and Sreedhar Madhavaram, "A Strategic Marketing Framework for Emerging Out of the Climate Change Social Trap: The Case of the Fashion Industry," *Journal of Macromarketing* 42, no. 2 (2022): 267–91, <https://doi.org/10.1177/02761467211058083>.

⁵ Khelvin Risandi and Hari Sutra Disemadi, "Pemalsuan Merek Sepatu Di Indonesia: Pengaturan Dan Sanksi?," *Jurnal Komunikasi Hukum (JKH)* 8, no. 2 (2022): 315–26, <https://doi.org/10.23887/jkh.v8i2.51029>.

⁶ Hari Sutra Disemadi, *Mengenal Perlindungan Kekayaan Intelektual Di Indonesia* (Jakarta: Rajawali Pres, 2023).

⁷ Mark K. Brewer, "Slow Fashion in a Fast Fashion World: Promoting Sustainability and Responsibility," *Laws* 8, no. 4 (2019): 1–9, <https://doi.org/10.3390/laws8040024>.

⁸ Firzhal Arzhi Jiwantara, Anies Prima Dewi, and Ady Supryadi, "Tanggung Gugat (Pertanggungjawaban) Pemerintah Di Indonesia Dan Netherland," *ULIL ALBAB : Jurnal Ilmiah Multidisiplin* 1, no. 7 (June 21, 2022): 2242–52, <https://journal-nusantara.com/index.php/JIM/article/view/545>.

⁹ George Mousourakis, "The Survival and Resurgence of Roman Law in Western Europe," in *Roman Law and the Origins of the Civil Law Tradition*, ed. George Mousourakis (Cham: Springer International Publishing, 2015), 233–85, https://doi.org/10.1007/978-3-319-12268-7_7.

bound by European Union laws and regulations. Unlike Italy, Indonesia is not particularly renowned for its fashion industry but is nevertheless connected to the industry's attention due to its huge population and cultural interests.¹⁰ Italy, known for its luxury fashion industry, started considering and eventually applying sustainable practices due to the enforcement of the SDGs agenda in the European Union and criticisms from Italian fashion consumers due to rising awareness of environmental damages that the fashion industry causes.¹¹ Indonesia, on the other hand, bases its move towards sustainable fashion mainly on the government's call to action with Sustainable Development Goals (SDGs).¹² Despite the similar legal system, protection in these two countries differs, raising questions about how the intellectual property legal framework influences industry dynamics and what can be gleaned from comparing these legal systems. The comparison between these nations is crucial for analysis, given Italy's globally renowned and established fashion industry compared to Indonesia's still burgeoning one.

The fashion industry is a critical sector for legal research into its development. A study conducted by Elrod found that the lack of an adequate intellectual property legal framework can have adverse impacts on sustainability.¹³ This research elucidates that intellectual property rights infringements lead to ethically bereft mass production, which can have detrimental effects on the environment. Furthermore, another study by

¹⁰ Ate Poorthuis, Dominic Power, and Matthew Zook, "Attentional Social Media: Mapping the Spaces and Networks of the Fashion Industry," *Annals of the American Association of Geographers* 110, no. 4 (2020): 941–66, <https://doi.org/10.1080/24694452.2019.1664887>.

¹¹ Tonino Pencarelli et al., "Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers," *Sustainability (Switzerland)* 12, no. 1 (2020): 1–25, <https://doi.org/10.3390/SU12010245>.

¹² Lulu Irmayanti, Muhammad Iqbal Fasa, and Suharto, "Analisis Kesadaran Industri Fashion Dalam Upaya Meningkatkan Sustainable Development Goals (SDGs) Melalui Produksi Dan Konsumsi Sustainable Fashion Menurut Perspektif Ekonomi," *Youth & Islamic Economic* 3, no. 2 (2022): 1–18, <http://jurnalhamfara.ac.id/index.php/yie/article/view/145>.

¹³ Cassandra Elrod, "The Domino Effect: How Inadequate Intellectual Property Rights in the Fashion Industry Affect Global Sustainability," *Indiana Journal of Global Legal Studies* 24, no. 2 (2017): 575–95, <https://doi.org/10.2979/indjgloglegstu.24.2.0575>.

Gupta discovered that increased awareness of social responsibility has compelled many global fashion industry players to embark on a transformation towards sustainability, with leading brands taking initiatives in promoting environmental and social sustainability.¹⁴ Although financial loss regarding the lack of trademark protection for sustainable fashion products has not been studied, there is an indication that sustainability disclosure can positively impact the financial well-being of some brands.¹⁵

In Italy, empirical research indicates sustainability in the fashion supply chain, supported by legal regulations safeguarding fashion products through trademarks, designs, and copyrights.¹⁶ In Indonesia, the communication of brands in the realm of sustainable fashion has begun to evolve, as evidenced by a study conducted by Handayani, et al., highlighting the utilization of natural materials from local brands to create clothing while simultaneously promoting sustainability in the Indonesian fashion industry.¹⁷ Indonesia possesses a unique potential for applying sustainability concepts within the fashion industry, as elucidated by findings from a study conducted by Dewi & Park, which discovered that the diversity within Indonesian society can be an attraction in the development of a sustainable fashion industry.¹⁸

The fashion industry in Indonesia has experienced significant growth, making it the fourth-largest garment exporter in the world. Trademark

¹⁴ Anupama Gupta, "Sustainability Policies for the Fashion Industry: A Comparative Study of Asian and European Brands," *Indian Journal of Public Administration* 65, no. 3 (2019): 733–48, <https://doi.org/10.1177/0019556119844581>.

¹⁵ Makenna Koehl, "Reporting and Reality: How Environmental Practices and Disclosures Impact Financial Success within the Fashion Industry" (Ohio University Honors Tutorial College, 2023), http://rave.ohiolink.edu/etdc/view?acc_num=ouhonors1682705453636379.

¹⁶ Letizia Tebaldi, Alessandro Brun, and Eleonora Bottani, "Evidences on Sustainability Issues in the Fashion Supply Chain: An Empirical Study in Italy," *Sustainable Production and Consumption* 33 (2022): 651–63, <https://doi.org/10.1016/j.spc.2022.07.032>.

¹⁷ Wiwik Handayani et al., "Pemanfaatan Natural Dyes Dan Digital Marketing Pada KSM Srikandi Kreatif Pakal Surabaya Menuju Fesyen Berkelanjutan," *BUDIMAS: JURNAL PENGABDIAN MASYARAKAT* 3, no. 2 (2021): 415–25, <https://doi.org/10.29040/budimas.v3i2.3216>.

¹⁸ Setiawardhani Shaffira Dewi and Hyewon Park, "Design Characteristics of Sustainable Fashion Products of Indonesian Brands," *International Journal of Costume and Fashion* 22, no. 1 (2022): 36–51, <https://doi.org/10.7233/ijcf.2022.22.1.036>.

protection, in this context, will be instrumental in ensuring that sustainable practices are adopted and promoted within this industry, thereby supporting innovation and healthy competition among industry players. However, there are still research gaps, particularly concerning the role of trademark protection as part of the intellectual property legal framework and its role in safeguarding the sustainable fashion industry. This research aims to fill these gaps. A comparative analysis between Italy and Indonesia is relevant, given Italy's global advancements in the fashion industry, to explain how Indonesia can emulate trademark protection efforts akin to Italy's to advance its burgeoning fashion industry. Through a deeper understanding of legal issues pertaining to trademark protection, this research seeks to provide recommendations for more effective policy development to support the growth of the sustainable fashion industry.

Research Methods

This research employs a normative legal research methodology, analyzing the applicable positive law, especially concerning trademark protection in Indonesia and Italy within the context of sustainable fashion.¹⁹ The main objective of this study is to conduct a comparative analysis of trademark laws in the sustainable fashion industry in Indonesia and Italy. The research approach utilized is comparative, comparing the regulations in force in Indonesia and Italy. The data used in this research consists of secondary data in the form of primary legal sources that are applicable in both Indonesia and Italy. In Indonesia, the primary legal sources include Law No. 20 of 2016 concerning Trademarks and Geographical Indications and Government Regulation No. 56 of 2022 concerning Communal Intellectual Property. In Italy, the primary legal sources comprise the Industrial Property Law (Legislative Decree No. 30 of February 10, 2005, as amended by Legislative Decree No. 34 of May 19, 2020), the Green Claims Directive, and the Guidance on the Unfair Commercial Practices Directive. This research endeavors to provide a comprehensive comparative analysis of

¹⁹ Hari Sutra Disemadi, "Lenses of Legal Research: A Descriptive Essay on Legal Research Methodologies," *Journal of Judicial Review* 24, no. 2 (November 2022): 289–304, <https://doi.org/10.37253/jjr.v24i2.7280>.

trademark laws within the context of sustainable fashion in these two distinct legal systems, shedding light on the legal implications for stakeholders in both countries.

Discussion

The Urgency of Implementing Sustainable Concepts in the Fashion Industry

The definition of the fashion industry has evolved past the narrow scope which consists only of simple clothing, to now an industry that consists of advanced creativity, apparel which transpires the sense of well-being, and the network of global communities that facilitate the expression of many individuals.²⁰ The application of the concept of sustainability in the fashion industry is an urgent necessity, given the negative impact it has on the environment. The transportation of products from production to the point of sale has significantly contributed to the increase in the textile industry's carbon footprint, with 1.2 billion metric tons of CO₂ reported to have been emitted in 2015.²¹ The rapidly growing fashion industry, particularly the fast fashion model, has garnered media attention due to its intricate environmental consequences.²² Furthermore, the continually increasing fashion production volume poses a continuous threat to the environment, amplifying all the negative impacts of the fashion industry on the environment and natural sustainability.

Studies on the sustainability aspects of the fashion industry encompass the analysis of sustainable fibers and materials usage, sustainable fashion design methods and approaches, the technological impact of clothing on sustainability, sustainability issues arising from textile product laundering,

²⁰ Manika Walia, "A Sustainable Movement Through Slow Fashion; 'Khadi Cloth and Beyond,'" in *2nd International Conference on Apparel Textiles and Fashion Design*, 2016, 1–10, <https://diglib.natlib.lk/handle/123456789/41208>.

²¹ Debbie Moorhouse, "Making Fashion Sustainable: Waste and Collective Responsibility," *One Earth* 3, no. 1 (2020): 17–19, <https://doi.org/10.1016/j.oneear.2020.07.002>.

²² Greg Peters, Mengyu Li, and Manfred Lenzen, "The Need to Decelerate Fast Fashion in a Hot Climate - A Global Sustainability Perspective on the Garment Industry," *Journal of Cleaner Production* 295 (2021): 1–10, <https://doi.org/https://doi.org/10.1016/j.jclepro.2021.126390>.

and waste utilization.²³ The development of the fashion industry also directly affects resource utilization through various forms of wastage. This issue is highly relevant in light of the proliferation of fast fashion models in the fashion industry worldwide, where various low-quality garments are produced for inexpensive sales. Such production and sales cycles result in the disposal of easily damaged clothing, ultimately exacerbating resource wastage within the fashion industry.²⁴ This form of wastage simultaneously magnifies environmental impacts, such as ongoing pollution from waste.

The fashion industry plays a crucial role in the global economy, yet its adverse environmental impacts necessitate serious actions to change its paradigm. Several elements employed in the fashion industry can have detrimental effects on the environment. For instance, textile dyes and finishes are known contributors to 20% of global water pollution.²⁵ This water pollution has significant negative consequences on aquatic ecosystems, jeopardizing the diversity of organisms and aquatic life.²⁶ Moreover, considering the high number of Indonesians residing in areas with bodies of water like rivers or coastal regions, this pollution also affects the safety and livelihood of these communities. Coastal communities, in particular, heavily rely on fishing, and if their catch becomes contaminated with specific chemicals, it poses a risk for consumption and sale in the market, ultimately affecting other consumers as well.²⁷

The relationship between climate change impacts and the fashion industry in Italy is different than that of Indonesia's. In Italy, some communities are also at risk due to the rising sea levels, particularly the one

²³ Virginija Daukantiene, "Analysis of the Sustainability Aspects of Fashion: A Literature Review," *Textile Research Journal*, 2023, <https://doi.org/10.1177/00405175221124971>.

²⁴ Walter Leal Filho et al., "An Overview of the Contribution of the Textiles Sector to Climate Change," *Frontiers in Environmental Science* 10 (2022): 1–5, <https://doi.org/10.3389/fenvs.2022.973102>.

²⁵ Moorhouse, "Making Fashion Sustainable: Waste and Collective Responsibility."

²⁶ Bethanie Carney Almroth et al., "Assessing the Effects of Textile Leachates in Fish Using Multiple Testing Methods: From Gene Expression to Behavior," *Ecotoxicology and Environmental Safety* 207 (2021): 1–12, <https://doi.org/10.1016/j.ecoenv.2020.111523>.

²⁷ Aindah Safitri Dinata and Susilawati, "Analisis Implementasi Kebijakan Pencemaran Air Laut Terhadap Kesehatan Masyarakat Daerah Kampung Nelayan Kecamatan Medan Belawan," *Indonesia Timur Journal of Public Health* 1, no. 2 (August 2023): 39–46.

in Venice Lagoon.²⁸ This impact is not a direct impact on the environment, because Italy has a particularly low volume of textile waste, even when compared to other European countries such as Germany.²⁹ However, this is expected to continue to rise as there's also a rising trend in local outsourcing, where luxury Italian brands are outsourcing their production to local, smaller shops.³⁰ While this is much better than outsourcing mass production in developing countries, it still does not solve the issue that textile waste will only continue to rise in Italy.

The need to reduce the negative impacts of the fashion industry has spurred sustainability initiatives aimed at decreasing carbon footprint, minimizing water pollution, and promoting the use of renewable or recyclable materials.³¹ The implementation of sustainable practices in the fashion industry also has a profound impact on brand reputation and integrity while fostering innovation and healthy competition within the industry. This aligns with the findings of a study by Park & Kim, which revealed that fashion brands voluntarily embracing sustainability as a vital part of their concept development receive a more favorable response from consumers compared to those who adopt sustainability due to market pressure, government regulations, consumer demands, or societal expectations.³²

Therefore, the shift toward sustainability in the fashion industry not only helps mitigate the negative environmental impacts but is also advantageous for fashion industry stakeholders. Embracing sustainability

²⁸ Davide Zanchettin et al., "Sea-Level Rise in Venice: Historic and Future Trends (Review Article)," *Natural Hazards and Earth System Sciences* 21, no. 8 (2021): 2643–78, <https://doi.org/10.5194/nhess-21-2643-2021>.

²⁹ Kirsi Niinimäki et al., "The Environmental Price of Fast Fashion," *Nature Reviews Earth and Environment* 1, no. 4 (2020): 189–200, <https://doi.org/10.1038/s43017-020-0039-9>.

³⁰ Simone Guercini and Matilde Milanesi, "Extreme Luxury Fashion: Business Model and Internationalization Process," *International Marketing Review* 34, no. 3 (January 1, 2017): 403–24, <https://doi.org/10.1108/IMR-08-2015-0183>.

³¹ Seonju Kam and Youngsun Yoo, "Practice of Sustainable Fashion Design Considering Customer Emotions and Personal Tastes," *Frontiers in Psychology* 13 (2022): 1–17, <https://doi.org/10.3389/fpsyg.2022.976471>.

³² Hyejune Park and Youn-Kyung Kim, "Proactive versus Reactive Apparel Brands in Sustainability: Influences on Brand Loyalty," *Journal of Retailing and Consumer Services* 29 (2016): 114–22, <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.11.013>.

concepts adds value to brands, as the efforts to apply sustainability principles are viewed as altruistic attributes, overall, positively influencing a company's legitimacy.³³ In the context of Indonesia's developing fashion industry, this could act as a catalyst for its growth. A qualitative study revealed that the adoption of sustainability concepts has a more positive impact on non-luxury fashion brands and carries a significantly higher risk of negative effects for luxury fashion brands.³⁴ These findings demonstrate that emerging fashion markets with fewer luxury brands, like Indonesia, have the opportunity to leverage sustainability concepts to strengthen their global market influence, in contrast to well-established fashion markets like Italy, which are synonymous with luxury fashion brands.

Sustainability initiatives can serve as a positive differentiator in an increasingly competitive market, simultaneously meeting the demands of consumers who are becoming more aware of sustainability issues. As global awareness of environmental and social issues continues to rise, consumers are inclined to favor brands that demonstrate social and environmental responsibility. Therefore, the adoption of sustainable practices in the fashion industry is no longer an option but a necessity to ensure the long-term growth and sustainability of this sector.

Indonesia, as a nation blessed with abundant natural resources, is particularly vulnerable to the various impacts of climate change.³⁵ Recognizing this challenge, Indonesia has been promoting the concept of sustainability across various facets of development, including the economy and culture. The fashion industry, closely linked to local economic development and cultural preservation, plays a pivotal role in aiding the

³³ Giorgia Miotto and Seounmi Youn, "The Impact of Fast Fashion Retailers' Sustainable Collections on Corporate Legitimacy: Examining the Mediating Role of Altruistic Attributions," *Journal of Consumer Behaviour* 19, no. 6 (2020): 618–31, <https://doi.org/10.1002/cb.1852>.

³⁴ Hyun Min Kong, Alexander Witmaier, and Eunju Ko, "Sustainability and Social Media Communication: How Consumers Respond to Marketing Efforts of Luxury and Non-Luxury Fashion Brands," *Journal of Business Research* 131 (2021): 640–51, <https://doi.org/10.1016/j.jbusres.2020.08.021>.

³⁵ R Russell M Paterson et al., "Future Climate Effects on Suitability for Growth of Oil Palms in Malaysia and Indonesia," *Scientific Reports* 5, no. 1 (2015): 1–11, <https://doi.org/10.1038/srep14457>.

government in achieving Sustainable Development Goals (SDGs), particularly through the expansion of the creative economy.³⁶ One of the initiatives undertaken by the Indonesian government is facilitated through the Ministry of Industry, which supports environmentally-friendly fashion designers and artisans through competitions like the Indonesia Fashion and Craft Awards (IFCA), themed “gotong-royong,” which encourages widespread community participation.³⁷ The approach taken by Italy is different as luxury brands are focusing more on limiting gas emissions, which is the most significant damage to the environment from the fashion industry.³⁸

Sustainability extends beyond environmentally friendly practices; it encompasses a company's social responsibility to create fair and ethical working conditions. The active engagement of leading brands in promoting sustainability, both environmentally and socially, underscores the significant value of sustainability in the global fashion industry.³⁹ Italy, as one of the world's leading fashion nations, has already begun integrating sustainability concepts into its social responsibility framework, even incorporating them into a circular economic model, to align with the SDGs.⁴⁰ Global brands

³⁶ Zul Asfi Arroyhan Daulay, “Strategi Pengembangan Ekonomi Kreatif Dengan Metode Triple Helix (Studi Pada UMKM Kreatif Di Kota Medan),” *TANSIQ: Jurnal Manajemen Dan Bisnis Islam* 1, no. 2 (2018): 169–90.

³⁷ Yuni Arisandy Sinaga, “Industry Ministry Launches IFCA 2023 with Vision of Sustainability,” *ANTARA News*, August 2023.

³⁸ Deepti Wadera and Jaspreet Kaur, “Comparing Sustainability Practices in Luxury Brands: A Conceptual Model,” *Journal of Asia Entrepreneurship and Sustainability* 15, no. 3 (2019): 151–94,

<https://www.proquest.com/docview/2395284310/fulltextPDF/74C024C18884668PQ/1?accountid=10297>.

³⁹ Gupta, “Sustainability Policies for the Fashion Industry: A Comparative Study of Asian and European Brands.”

⁴⁰ Mariachiara Colucci and Alessandra Vecchi, “Close the Loop: Evidence on the Implementation of the Circular Economy from the Italian Fashion Industry,” *Business Strategy and the Environment* 30, no. 2 (2021): 856–73, <https://doi.org/10.1002/bse.2658>. In the circular economy, the preservation of product and material value is paramount, with a concerted effort to minimize waste and resource utilization. Resources are retained within the economy for as long as possible even when a product reaches the end of its usable life, enabling their repeated use to generate further value. This approach represents a sustainable and efficient economic model aimed at reducing waste and maximizing resource utilization. See Roberta De Angelis, Mickey Howard, and Joe Miemczyk, “Supply Chain Management

based in Italy have also started implementing sustainability concepts and producing environmentally friendly products⁴¹ to support this agenda.

The Function of Intellectual Property Rights in Safeguarding Trademarks in the Sustainable Fashion Industry

Intellectual Property Rights are a critical legal instrument for promoting and preserving innovation, especially in the sustainable fashion industry.⁴² Through intellectual property rights, industry players can protect their designs, logos, and brands from unauthorized imitation, thereby supporting sustainability principles. A study conducted by Cavagnero found a close relationship between trademark law and sustainability. This systematic assessment of 12,335 brands in the US and the European Union highlights how trademarks can be used to convey information about environmentally and socially friendly business practices, both genuine and claimed.⁴³

The utilization of intellectual property rights for the protection of brands that embrace sustainable concepts fundamentally returns to the basic idea of novelty or uniqueness inherent in intellectual property. Intellectual property plays a role in translating ideas into tangible assets, making the connection between brands and consumers in the fashion industry quantifiable units. The value of intellectual property in fashion may not only be found in sheer volume but also in various abstract concepts associated with a fashion product. Therefore, the fashion industry, being driven by image, taste, the significance of identity, and aesthetic style within communities, is inseparable from the concept of ongoing originality that

and the Circular Economy: Towards the Circular Supply Chain,” *Production Planning and Control* 29, no. 6 (2018): 425–37, <https://doi.org/10.1080/09537287.2018.1449244>.

⁴¹ Alessandro Da Giau et al., “Sustainability Practices and Web-Based Communication,” *Journal of Fashion Marketing and Management* 20, no. 1 (January 2016): 72–88, <https://doi.org/10.1108/JFMM-07-2015-0061>.

⁴² Hari Sutra Disemadi, “Contextualization of Legal Protection of Intellectual Property in Micro Small and Medium Enterprises in Indonesia,” *Law Reform* 18, no. 1 (2022): 89–110, <https://doi.org/10.14710/lr.v18i1.42568>.

⁴³ Sara Cavagnero, “Governing the Fashion Industry (through) Intellectual Property Assets: Systematic Assessment of Individual Trade Marks Embedding Sustainable Claims,” *Journal of Intellectual Property Law and Practice* 16, no. 8 (2021): 850–68, <https://doi.org/10.1093/jiplp/jpab059>.

must be continuously safeguarded.⁴⁴ Thus, the protection of intellectual property, particularly brands, becomes a vital catalyst for advancing sustainable fashion. Brands associated with sustainability claims can be valued more highly, enabling consumers to make informed choices regarding sustainability and helping companies build a strong reputation in the sustainable community.

In the fashion industry, intellectual property rights are crucial because they allow designers and brands to safeguard their unique creations and build reputations based on the designs and quality they possess.⁴⁵ Furthermore, the protection of intellectual property can be used by fashion industry players to demonstrate their commitment to protecting the authenticity of their products. The significant influence held by major players in the fashion and design industry can symbolically be used to assert their power in the market by openly pursuing design and copyright infringers. In this context, mediation through litigation also serves as a marketing tool, demonstrating the originality or creativity of the company and its market strength, which may be appealing to consumers seeking to engage with it through association.⁴⁶

In the realm of law, intellectual property rights continue to evolve alongside the evolving concept of intellectual wealth.⁴⁷ For instance, the conceptualization of intellectual wealth has been developed and applied in Indonesia, as evidenced by Government Regulation No. 56 of 2022

⁴⁴ Johanna Gibson, "The Intellectual Property in Sustainable Fashion: Standards Are up to the Mark," *Queen Mary Journal of Intellectual Property* 13, no. 2 (2023): 141–52, <https://doi.org/10.4337/qmjip.2023.02.00>.

⁴⁵ Pankaj Kumar, "Fashion and Related Intellectual Property Rights Issues," *SSRN Electronic Journal*, Financial Economics Network, Economics Research Network, Financial Planning Research Network Und Management Research Network (Kiel, 2019), <https://doi.org/10.2139/ssrn.3322320>.

⁴⁶ Veronique Pouillard and Tereza Kuldova, "Interrogating Intellectual Property Rights," *Journal of Design History* 30, no. 4 (2017): 343–55, <https://doi.org/10.1093/jdh/epx014>.

⁴⁷ Lu Sudirman and Hari Sutra Disemadi, "The Role of Indonesian Online Marketplace in Intellectual Property Rights Infringements: A Comparative Analysis," *Jurnal Pembaharuan Hukum* 10, no. 1 (April 2023): 90, <https://doi.org/10.26532/jph.v10i1.30883>.

concerning Communal Intellectual Property.⁴⁸ In other countries, such as the United States, there is a growing push to recognize communal intellectual property as a form of cultural heritage deserving protection.⁴⁹ Developments like these, though highly complex, warrant continuous analysis and development, given the contemporary importance of safeguarding intellectual property.

In the cultural context, the interconnectedness of sustainability is closely tied to the fashion industry, particularly in Indonesia, which boasts a rich tapestry of cultural diversity. These cultural elements not only define the nation's identity but also constitute valuable assets for both its citizens and the state. Many of Indonesia's cultural manifestations remain closely associated with the use of natural materials in various product forms or specific craftsmanship, such as the global prominence of the batik dyeing process.⁵⁰

Conceptually, it is evident that intellectual property rights play a significant role in protecting and promoting sustainability within the fashion industry. However, some challenges emerge in the broader efforts to protect intellectual property, including the high costs and technical complexities of intellectual property rights protection, which may deter individuals or small companies from seeking protection, especially if they lack adequate resources. This challenge is exacerbated when protected fashion products enter the global market, necessitating world-class intellectual property protection.⁵¹

To further the cause of sustainability in the fashion industry, concerted efforts are required to address these challenges and bridge the

⁴⁸ Yulia Yulia, "The Urgency of Protecting Traditional Knowledge of Medicines as Communal Intellectual Property of the Aceh Community," *Jurnal Genthèè: Penelitian Multidisiplin* 6, no. 2 (August 2023): 166–74, <https://doi.org/10.52626/jg.v6i2.262>.

⁴⁹ Christian Barrère and Sophie Delabruyère, "Intellectual Property Rights on Creativity and Heritage: The Case of the Fashion Industry," *European Journal of Law and Economics* 32, no. 3 (2011): 305–39, <https://doi.org/10.1007/s10657-011-9230-2>.

⁵⁰ Dian Widiawati, "The Utilization of Batik Pattern and Natural Dyes as Valuation of the Local Value in Batik Society," *Jurnal Sositologi* 17, no. 2 (2018): 208–19, <https://doi.org/10.5614/sostek.itbj.2018.17.2.3>.

⁵¹ Mike W. Peng et al., "History and the Debate over Intellectual Property," *Management and Organization Review* 13, no. 1 (2017): 15–38, <https://doi.org/10.1017/mor.2016.53>.

existing regulatory gaps. In the future, clear and effective trademark laws will be essential to protect the interests of sustainable fashion brands and deter imitators from exploiting the ever-expanding sustainable fashion market. Enhanced law enforcement, including the establishment of specialized courts to resolve disputes related to sustainable fashion, will also be pivotal in supporting the growth of the sustainable fashion industry.

The Protection of Sustainable Fashion Industry Trademarks in Italy and Indonesia

The legal framework for the protection of intellectual property in Indonesia consists of various regimes. Trademark protection in Indonesia is governed by Law No. 20 of 2016 on Trademarks and Geographical Indications (Trademark and GI Law). The legislation enacted in 2016 simultaneously repealed Law No. 15 of 2001 on Trademarks.⁵² In addition to trademarks, this legislation also regulates Geographical Indications, which, according to Government Regulation No. 56 of 2022 on Communal Intellectual Property (Communal IP Regulation), is considered part of communal intellectual property. The Trademark and GI Law classifies trademarks into three categories: trademarks, service marks, and collective marks.

The legal framework in Italy fundamentally differs from that of Indonesia, as Italy is a member state of the supranational organization, the European Union. Consequently, legal products issued by the European Union automatically apply to Italy, especially in its interactions with other EU member states. At the national level, the primary legal instrument used by Italy to protect trademarks is the Industrial Property Law (Legislative Decree No. 30 of February 10, 2005, as amended up to Legislative Decree No. 34 of May 19, 2020). This legal instrument is structured in accordance with the regulatory standards outlined in the European Union Trademark Regulation (EUTMR).⁵³ The Industrial Property Law in Italy reflects a legal framework that differs significantly from Indonesia, as it simultaneously

⁵² Disemadi, *Mengenal Perlindungan Kekayaan Intelektual Di Indonesia*.

⁵³ Jacopo Ciani et al., "A Comparative Study of Fashion and IP: Non-Traditional Trademarks in Italy and Australia," *IIC - International Review of Intellectual Property and Competition Law* 50, no. 9 (2019): 1101–30, <https://doi.org/10.1007/s40319-019-00881-2>.

covers the protection of trademarks, geographical indications, trade secrets, and various other forms of intellectual property under the term industrial property.

Table 1. Support for Paris Convention for the Protection of Industrial Property.

Indonesia's Trademark and GI Law	Italy's Industrial Property Law
Article 1 number 17, Article 9, and Article 10: Provisions regarding priority right.	Article 3 paragraph 1 (treatment of foreigners), Article 4 paragraph 1 (priority right), Article 12 paragraph 1 letter a and f (novelty, Article 33-bis paragraph 2 (lawfulness), Article 43 paragraph 1 (nullity of registration).

Source: Primary Legal Materials of Indonesia and Italy

While both laws provide similar provisions regarding priority right, priority right remains the only provision within Indonesia's Trademark and GI Law that is directly related to the Paris Convention for the Protection of Industrial Property. On the other hand, Italy's Industrial Property Law is more in sync with the Paris Convention for the Protection of Industrial Property, as it makes sure that the substantive requirements and even treatment of foreigners regarding the protection of intellectual property are in line with the international convention, which can create a much more conducive environment for international cooperation.

Table 2. Trademark Requirements

Trademark Requirements	Regulatory Aspect
Article 4, 20, 21 of the Indonesian Trademark and GI Law	To regulate the requirements for trademark registration and substantive requirements for trademark registration.
Article 12, 13, 14 of the Industrial Property Law (Italy)	Beyond stipulating the procedural prerequisites for trademark registration, the provisions of Articles 12, 13, and 14

fundamentally prescribe that a trademark must satisfy the following prerequisites: novelty, distinctive function, and validity.

Source: Primary Legal Materials of Indonesia and Italy

The main difference between the regulations found in Article 4 of the Indonesian Trademark and GI Law and Articles 12, 13, and 14 of the Italian Industrial Property Law lies in the fact that the Trademark and GI Law only regulates the procedural requirements for registering a trademark. In contrast, the Industrial Property Law regulates both the procedural and substantive requirements of a trademark. The Trademark and GI Law delegates issues related to the substantive aspects of trademark registration to an “examiner,” as stipulated in Article 23 of the law. Delegation based on non-normative aspects like this is not advisable, as it allows room for dishonesty in granting trademark rights. This is because the examiner has full authority to determine the substantive aspects that form the basis for protecting a work under the trademark regime. The substantive requirements of a trademark in the Trademark and GI Law are implicitly found in Articles 20 and 21, which govern the grounds for rejecting trademark registration, focusing on validity, novelty, and distinctiveness. However, there is no further explanation regarding the intent of registering a trademark not done in good faith, as mentioned in Article 21 paragraph (3). However, this regulation is not normatively linked to the role of the examiner, along with its legal consequences.

Overall, Italy provides much better normative support for substantive requirements, with Article 12 of the Industrial Property Law extensively explaining what novelty is, along with its limitations. This provision is even directly connected to the Paris Convention for the protection of Industrial Intellectual Property, while Indonesia’s Trademark and GI Law provides no such thing. The connection to the international convention can guarantee the novelty of a trademark even on the international level, which can increase its value.

The distinctiveness function is specifically regulated through Article 20 paragraph d of the Indonesian Trademark and GI Law, which clarifies the

prohibition of including information that does not correspond to the benefits, quality, or characteristics of the related product registered for trademark protection. However, this regulation does not address the truthfulness or validity of information related to the origin or production process of a product, which is crucial in a sustainable context. The same issue also arises in the Italian Industrial Property Law, where Article 14 paragraph 1 letter c does not regulate the validity of information containing claims about the origin or production process of products outside of a geographic context. This information pertains to the use of recycled materials and renewable natural resources in clothing production. Such regulations are necessary to prevent greenwashing practices. However, this lack of normative support can be tackled by Italy, as it can take leverage of the EU's greenwashing prevention policy.

Chart 1. Greenwashing Prevention Policy



Source: European Union Primary Legal Materials

Greenwashing refers to the practice of misleadingly promoting a company's environmentally responsible efforts through its products, which, in reality, may consume more resources to market the company as eco-

friendly than actually engaging in environmentally friendly practices.⁵⁴ In the broader context of sustainability, Italy is supported by policies from the European Union, such as the EU Strategy for Sustainable and Circular Textiles, which includes the prevention of greenwashing as one of its missions. This official agenda is reinforced by the Empowering Consumers in the Green Transition Directive and Green Claims Directive. Through these two regulations-supported agendas, the European Union revised the Guidance on the Unfair Commercial Practices Directive to include greenwashing as one of the prohibited trade practices. However, to date, there have been no consequences regarding the legal protection of brands that violate these regulations, both at the EU and Italian levels.

In the Indonesian legal system, there are no provisions that can clarify the legal position of this issue. The most efficient normative change that the government can undertake to support sustainability in the fashion industry through the legal framework for brand protection is by incorporating a ban on greenwashing practices into the explanation of Article 20 paragraph d, which already has a sufficient normative basis.

Other normative constructs can be built by linking the use of natural materials in the fashion industry, particularly with traditional techniques such as Batik, which employs natural dyes in its production process.⁵⁵ Therefore, there is a need for normative constructs that encompass the protection of communal intellectual property, such as traditional knowledge. This protection, with more complex regulations, becomes even more relevant when considering the significant opportunities for the Indonesian fashion industry in the international market. This protection is also supported by Indonesia's unique position as the only country in the world that catalogues intellectual property through the inventory and integration of data with the National Center for Communal Intellectual Property.⁵⁶ By utilizing

⁵⁴ Julia Adamkiewicz et al., "Greenwashing and Sustainable Fashion Industry," *Current Opinion in Green and Sustainable Chemistry* 38 (2022): 1–8, <https://doi.org/https://doi.org/10.1016/j.cogsc.2022.100710>.

⁵⁵ Widiawati, "The Utilization of Batik Pattern and Natural Dyes as Valuation of the Local Value in Batik Society."

⁵⁶ M. Citra Ramadhan and Fitri Yanni Dewi Siregar, "Constraints to the Protection of Communal Intellectual Property Through Inventory by the Directorate General of

communal intellectual property, Indonesia can integrate various traditional knowledge, combined with the use of environmentally friendly natural materials.⁵⁷ Through normative constructs like this, a ban on claims related to the sustainability of a product's manufacturing process can be monitored automatically by evaluating the communal knowledge claims used.

Conclusion

Conceptual analysis reveals the undeniable importance of applying the sustainability concept in the fashion industry, posing distinct challenges to the legal systems in Indonesia and Italy. Comparative analysis identifies several structural differences in the normative framework of trademark law in Indonesia and Italy, despite having the same regulatory goals. Furthermore, Italy leads ahead of Indonesia in upholding the integrity of “environmentally friendly” claims through European Union regulations prohibiting greenwashing practices, albeit unrelated to trademark protection. However, the comparative analysis also identifies Indonesia's promising legal development prospects, requiring minimal revisions to incorporate bans on greenwashing practices into trademark protection regulations. Indonesia also holds the potential to enhance trademark protection while integrating sustainability concepts by linking normative elements of communal intellectual wealth, such as traditional knowledge, with sustainability principles, and leveraging the existing inventory and integration of communal intellectual property protection frameworks through state-of-the-art data systems.

References

Adamkiewicz, Julia, Ewa Kochańska, Iwona Adamkiewicz, and Rafal M Łukasik. “Greenwashing and Sustainable Fashion Industry.” *Current Opinion in Green and Sustainable Chemistry* 38 (2022): 1–8. <https://doi.org/https://doi.org/10.1016/j.cogsc.2022.100710>.

Intellectual Property,” *Kanun Jurnal Ilmu Hukum* 24, no. 3 (December 2022): 267–77, <https://doi.org/10.24815/kanun.v24i3.28098>.

⁵⁷ Inger Marie Ladekarl et al., “From Craft to Industry,” *FormAkademisk* 16, no. 4 (September 2023): 1–10, <https://doi.org/10.7577/formakademisk.5478>.

- Angelis, Roberta De, Mickey Howard, and Joe Miemczyk. "Supply Chain Management and the Circular Economy: Towards the Circular Supply Chain." *Production Planning and Control* 29, no. 6 (2018): 425–37. <https://doi.org/10.1080/09537287.2018.1449244>.
- Barrère, Christian, and Sophie Delabruyère. "Intellectual Property Rights on Creativity and Heritage: The Case of the Fashion Industry." *European Journal of Law and Economics* 32, no. 3 (2011): 305–39. <https://doi.org/10.1007/s10657-011-9230-2>.
- Brewer, Mark K. "Slow Fashion in a Fast Fashion World: Promoting Sustainability and Responsibility." *Laws* 8, no. 4 (2019): 1–9. <https://doi.org/10.3390/laws8040024>.
- Carney Almroth, Bethanie, Josefin Cartine, Christina Jönander, Max Karlsson, Julie Langlois, Matilda Lindström, Jakob Lundin, et al. "Assessing the Effects of Textile Leachates in Fish Using Multiple Testing Methods: From Gene Expression to Behavior." *Ecotoxicology and Environmental Safety* 207 (2021): 1–12. <https://doi.org/10.1016/j.ecoenv.2020.111523>.
- Cavagnero, Sara. "Governing the Fashion Industry (through) Intellectual Property Assets: Systematic Assessment of Individual Trade Marks Embedding Sustainable Claims." *Journal of Intellectual Property Law and Practice* 16, no. 8 (2021): 850–68. <https://doi.org/10.1093/jiplp/jpab059>.
- Ciani, Jacopo, Gustavo Ghidini, Violet Atkinson, and William van Caenegem. "A Comparative Study of Fashion and IP: Non-Traditional Trademarks in Italy and Australia." *IIC - International Review of Intellectual Property and Competition Law* 50, no. 9 (2019): 1101–30. <https://doi.org/10.1007/s40319-019-00881-2>.
- Colucci, Mariachiara, and Alessandra Vecchi. "Close the Loop: Evidence on the Implementation of the Circular Economy from the Italian Fashion Industry." *Business Strategy and the Environment* 30, no. 2 (2021): 856–73. <https://doi.org/10.1002/bse.2658>.
- Daukantienė, Virginija. "Analysis of the Sustainability Aspects of Fashion: A Literature Review." *Textile Research Journal*, 2023.

<https://doi.org/10.1177/00405175221124971>.

Daulay, Zul Asfi Arroyhan. "Strategi Pengembangan Ekonomi Kreatif Dengan Metode Triple Helix (Studi Pada UMKM Kreatif Di Kota Medan)." *TANSIQ: Jurnal Manajemen Dan Bisnis Islam* 1, no. 2 (2018): 169–90.

Dewi, Setiawardhani Shaffira, and Hyewon Park. "Design Characteristics of Sustainable Fashion Products of Indonesian Brands." *International Journal of Costume and Fashion* 22, no. 1 (2022): 36–51. <https://doi.org/10.7233/ijcf.2022.22.1.036>.

Dinata, Aindah Safitri, and Susilawati. "Analisis Implementasi Kebijakan Pencemaran Air Laut Terhadap Kesehatan Masyarakat Daerah Kampung Nelayan Kecamatan Medan Belawan." *Indonesia Timur Journal of Public Health* 1, no. 2 (August 2023): 39–46.

Disemadi, Hari Sutra. "Contextualization of Legal Protection of Intellectual Property in Micro Small and Medium Enterprises in Indonesia." *Law Reform* 18, no. 1 (2022): 89–110. <https://doi.org/10.14710/lr.v18i1.42568>.

———. "Lenses of Legal Research: A Descriptive Essay on Legal Research Methodologies." *Journal of Judicial Review* 24, no. 2 (November 2022): 289–304. <https://doi.org/10.37253/jjr.v24i2.7280>.

———. *Mengenal Perlindungan Kekayaan Intelektual Di Indonesia*. Jakarta: Rajawali Pres, 2023.

Elrod, Cassandra. "The Domino Effect: How Inadequate Intellectual Property Rights in the Fashion Industry Affect Global Sustainability." *Indiana Journal of Global Legal Studies* 24, no. 2 (2017): 575–95. <https://doi.org/10.2979/indjglolegstu.24.2.0575>.

Firzhal Arzhi Jiwantara, Anies Prima Dewi, and Ady Supryadi. "Tanggung Gugat (Pertanggungjawaban) Pemerintah Di Indonesia Dan Netherland." *ULIL ALBAB: Jurnal Ilmiah Multidisiplin* 1, no. 7 (June 21, 2022): 2242–52. <https://journal-nusantara.com/index.php/JIM/article/view/545>.

- Giau, Alessandro Da, Laura Macchion, Federico Caniato, Maria Caridi, Pamela Danese, Rinaldo Rinaldi, and Andrea Vinelli. "Sustainability Practices and Web-Based Communication." *Journal of Fashion Marketing and Management* 20, no. 1 (January 2016): 72–88. <https://doi.org/10.1108/JFMM-07-2015-0061>.
- Gibson, Johanna. "The Intellectual Property in Sustainable Fashion: Standards Are up to the Mark." *Queen Mary Journal of Intellectual Property* 13, no. 2 (2023): 141–52. <https://doi.org/10.4337/qmjip.2023.02.00>.
- Guercini, Simone, and Matilde Milanese. "Extreme Luxury Fashion: Business Model and Internationalization Process." *International Marketing Review* 34, no. 3 (January 1, 2017): 403–24. <https://doi.org/10.1108/IMR-08-2015-0183>.
- Gupta, Anupama. "Sustainability Policies for the Fashion Industry: A Comparative Study of Asian and European Brands." *Indian Journal of Public Administration* 65, no. 3 (2019): 733–48. <https://doi.org/10.1177/0019556119844581>.
- Handayani, Wiwik, Delly Nofiani, Fatimah Kalitdyah, Nur Aini Rahmaniah, and Larasati Putri Kirono. "Pemanfaatan Natural Dyes Dan Digital Marketing Pada KSM Srikandi Kreatif Pakal Surabaya Menuju Fesyen Berkelanjutan." *BUDIMAS: JURNAL PENGABDIAN MASYARAKAT* 3, no. 2 (2021): 415–25. <https://doi.org/10.29040/budimas.v3i2.3216>.
- Irmayanti, Lulu, Muhammad Iqbal Fasa, and Suharto. "Analisis Kesadaran Industri Fashion Dalam Upaya Meningkatkan Sustainable Development Goals (SDGs) Melalui Produksi Dan Konsumsi Sustainable Fashion Menurut Perspektif Ekonomi." *Youth & Islamic Economic* 3, no. 2 (2022): 1–18. <http://jurnalhamfara.ac.id/index.php/yie/article/view/145>.
- Kam, Seonju, and Youngsun Yoo. "Practice of Sustainable Fashion Design Considering Customer Emotions and Personal Tastes." *Frontiers in Psychology* 13 (2022): 1–17. <https://doi.org/10.3389/fpsyg.2022.976471>.
- Koehl, Makenna. "Reporting and Reality: How Environmental Practices and Disclosures Impact Financial Success within the Fashion Industry."

- Ohio University Honors Tutorial College, 2023. http://rave.ohiolink.edu/etdc/view?acc_num=ouhonors1682705453636379.
- Kong, Hyun Min, Alexander Witmaier, and Eunju Ko. "Sustainability and Social Media Communication: How Consumers Respond to Marketing Efforts of Luxury and Non-Luxury Fashion Brands." *Journal of Business Research* 131 (2021): 640–51. <https://doi.org/10.1016/j.jbusres.2020.08.021>.
- Kumar, Pankaj. "Fashion and Related Intellectual Property Rights Issues." *SSRN Electronic Journal*. Financial Economics Network, Economics Research Network, Financial Planning Research Network Und Management Research Network. Kiel, 2019. <https://doi.org/10.2139/ssrn.3322320>.
- Ladekarl, Inger Marie, Malene Harsaae, Anne Louise Bang, Lena Kramer Pedersen, Tina Cecilie Bull Nielsen, and Amalie Ege. "From Craft to Industry." *FormAkademisk* 16, no. 4 (September 2023): 1–10. <https://doi.org/10.7577/formakademisk.5478>.
- Leal Filho, Walter, Patsy Perry, Hilde Heim, Maria Alzira Pimenta Dinis, Haruna Moda, Eromose Ebhuoma, and Arminda Paço. "An Overview of the Contribution of the Textiles Sector to Climate Change." *Frontiers in Environmental Science* 10 (2022): 1–5. <https://doi.org/10.3389/fenvs.2022.973102>.
- Miotto, Giorgia, and Seounmi Youn. "The Impact of Fast Fashion Retailers' Sustainable Collections on Corporate Legitimacy: Examining the Mediating Role of Altruistic Attributions." *Journal of Consumer Behaviour* 19, no. 6 (2020): 618–31. <https://doi.org/10.1002/cb.1852>.
- Moorhouse, Debbie. "Making Fashion Sustainable: Waste and Collective Responsibility." *One Earth* 3, no. 1 (2020): 17–19. <https://doi.org/10.1016/j.oneear.2020.07.002>.
- Mousourakis, George. "The Survival and Resurgence of Roman Law in Western Europe." In *Roman Law and the Origins of the Civil Law Tradition*, edited by George Mousourakis, 233–85. Cham: Springer International Publishing, 2015. https://doi.org/10.1007/978-3-319-12268-7_7.

- Niinimäki, Kirsi. "Ethical Foundations in Sustainable Fashion." *Textiles and Clothing Sustainability* 1, no. 1 (2015): 1–11. <https://doi.org/10.1186/s40689-015-0002-1>.
- Niinimäki, Kirsi, Greg Peters, Helena Dahlbo, Patsy Perry, Timo Rissanen, and Alison Gwilt. "The Environmental Price of Fast Fashion." *Nature Reviews Earth and Environment* 1, no. 4 (2020): 189–200. <https://doi.org/10.1038/s43017-020-0039-9>.
- Papamichael, Iliana, Georgia Chatziparaskeva, Irene Voukkali, Jose Navarro Pedreno, Mejdi Jeguirim, and Antonis A. Zorpas. "The Perception of Circular Economy in the Framework of Fashion Industry." *Waste Management and Research* 41, no. 2 (2023): 251–63. <https://doi.org/10.1177/0734242X221126435>.
- Park, Hyejune, and Youn-Kyung Kim. "Proactive versus Reactive Apparel Brands in Sustainability: Influences on Brand Loyalty." *Journal of Retailing and Consumer Services* 29 (2016): 114–22. <https://doi.org/https://doi.org/10.1016/j.jretconser.2015.11.013>.
- Paterson, R Russell M, Lalit Kumar, Subhashni Taylor, and Nelson Lima. "Future Climate Effects on Suitability for Growth of Oil Palms in Malaysia and Indonesia." *Scientific Reports* 5, no. 1 (2015): 1–11. <https://doi.org/10.1038/srep14457>.
- Pencarelli, Tonino, Viktória Ali Taha, Veronika Škerháková, Tomáš Valentiny, and Richard Fedorko. "Luxury Products and Sustainability Issues from the Perspective of Young Italian Consumers." *Sustainability (Switzerland)* 12, no. 1 (2020): 1–25. <https://doi.org/10.3390/SU12010245>.
- Peng, Mike W., David Ahlstrom, Shawn M. Carraher, and Weilei Stone Shi. "History and the Debate over Intellectual Property." *Management and Organization Review* 13, no. 1 (2017): 15–38. <https://doi.org/10.1017/mor.2016.53>.
- Peters, Greg, Mengyu Li, and Manfred Lenzen. "The Need to Decelerate Fast Fashion in a Hot Climate - A Global Sustainability Perspective on the Garment Industry." *Journal of Cleaner Production* 295 (2021): 1–10. <https://doi.org/https://doi.org/10.1016/j.jclepro.2021.126390>.

- Poorthuis, Ate, Dominic Power, and Matthew Zook. "Attentional Social Media: Mapping the Spaces and Networks of the Fashion Industry." *Annals of the American Association of Geographers* 110, no. 4 (2020): 941–66. <https://doi.org/10.1080/24694452.2019.1664887>.
- Pouillard, Veronique, and Tereza Kuldova. "Interrogating Intellectual Property Rights." *Journal of Design History* 30, no. 4 (2017): 343–55. <https://doi.org/10.1093/jdh/epx014>.
- Ramadhan, M. Citra, and Fitri Yanni Dewi Siregar. "Constraints to the Protection of Communal Intellectual Property Through Inventory by the Directorate General of Intellectual Property." *Kanun Jurnal Ilmu Hukum* 24, no. 3 (December 2022): 267–77. <https://doi.org/10.24815/kanun.v24i3.28098>.
- Ramkalaon, Shreshta, and Abu Sadat Muhammad Sayem. "Zero-Waste Pattern Cutting (ZWPC) to Tackle over Sixty Billion Square Metres of Fabric Wastage during Mass Production of Apparel." *Journal of the Textile Institute* 112, no. 5 (2021): 809–19. <https://doi.org/10.1080/00405000.2020.1779636>.
- Rashidi-Sabet, Siavash, and Sreedhar Madhavaram. "A Strategic Marketing Framework for Emerging Out of the Climate Change Social Trap: The Case of the Fashion Industry." *Journal of Macromarketing* 42, no. 2 (2022): 267–91. <https://doi.org/10.1177/02761467211058083>.
- Risandi, Khelvin, and Hari Sutra Disemadi. "Pemalsuan Merek Sepatu Di Indonesia: Pengaturan Dan Sanksi?" *Jurnal Komunikasi Hukum (JKH)* 8, no. 2 (2022): 315–26. <https://doi.org/10.23887/jkh.v8i2.51029>.
- Sinaga, Yuni Arisandy. "Industry Ministry Launches IFCA 2023 with Vision of Sustainability." ANTARA News, August 2023.
- Sudirman, Lu, and Hari Sutra Disemadi. "The Role of Indonesian Online Marketplace in Intellectual Property Rights Infringements: A Comparative Analysis." *Jurnal Pembaharuan Hukum* 10, no. 1 (April 2023): 90. <https://doi.org/10.26532/jph.v10i1.30883>.
- Tebaldi, Letizia, Alessandro Brun, and Eleonora Bottani. "Evidences on Sustainability Issues in the Fashion Supply Chain: An Empirical Study

- in Italy.” *Sustainable Production and Consumption* 33 (2022): 651–63. <https://doi.org/10.1016/j.spc.2022.07.032>.
- Wadera, Deepti, and Jaspreet Kaur. “Comparing Sustainability Practices in Luxury Brands: A Conceptual Model.” *Journal of Asia Entrepreneurship and Sustainability* 15, no. 3 (2019): 151–94. <https://www.proquest.com/docview/2395284310/fulltextPDF/74C024C18884668PQ/1?accountid=10297>.
- Walia, Manika. “A Sustainable Movement Through Slow Fashion; ‘Khadi Cloth and Beyond.’” In *2nd International Conference on Apparel Textiles and Fashion Design*, 1–10, 2016. <https://diglib.natlib.lk/handle/123456789/41208>.
- Widiawati, Dian. “The Utilization of Batik Pattern and Natural Dyes as Valuation of the Local Value in Batik Society.” *Jurnal Sosioteknologi* 17, no. 2 (2018): 208–19. <https://doi.org/10.5614/sostek.itbj.2018.17.2.3>.
- Yulia, Yulia. “The Urgency of Protecting Traditional Knowledge of Medicines as Communal Intellectual Property of the Aceh Community.” *Jurnal Geuthèè: Penelitian Multidisiplin* 6, no. 2 (August 2023): 166–74. <https://doi.org/10.52626/jg.v6i2.262>.
- Zanchettin, Davide, Sara Bruni, Fabio Raicich, Piero Lionello, Fanny Adloff, Alexey Androsov, Fabrizio Antonioli, et al. “Sea-Level Rise in Venice: Historic and Future Trends (Review Article).” *Natural Hazards and Earth System Sciences* 21, no. 8 (2021): 2643–78. <https://doi.org/10.5194/nhess-21-2643-2021>.