



## Designers get IPR savvy

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Safir Anand [speaks to Times of India](#) about fashion designers realising the importance of protecting their creations. Not just protecting exclusivity in originality, Safir talks about how intellectual property is essential to create and safeguard business worth, in an industry where so much is staked on intangible assets.

THE TIMES OF INDIA

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*Indian designers are increasingly getting aggressive about patents and copyright.*

What was an IPR lawyer doing at the Wills Lifestyle India Fashion Week? A quick chat followed, and what Safir Anand said came as a revelation: He is, in some capacity or the other, involved with many Indian designers as the legal advisor, who, he says, "are now waking up quickly to the need to protect their work." The current market scenario demands that, he says. "It is now that they are seeing the numbers, the growth possible and the money involved. Today, if a consumer wants to buy a designer garment, they have the option of going for Prada, Armani or Gucci - something they did not have before. If today one of our designers wants to sell their business, they will get zero value, because nothing is protected," says Safir.

[Safir Anand receives invite](#) to join the Board of Directors of the Fashion Design Council of India.

