

APPAREL AND ACCESSORIES

Aquazzura sues Ivanka Trump over alleged copycat design

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Aquazzura's Wild Thing sandal

By STAFF REPORTS

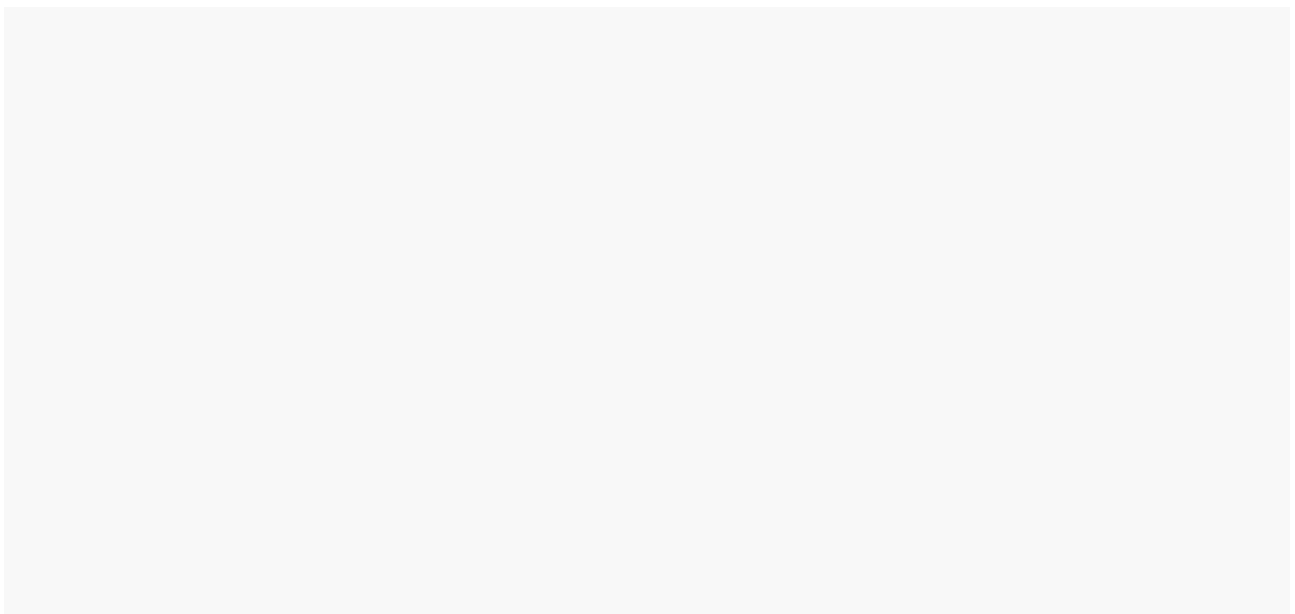
Italian footwear label Aquazzura is taking Ivanka Trump to court, claiming copyright infringement.

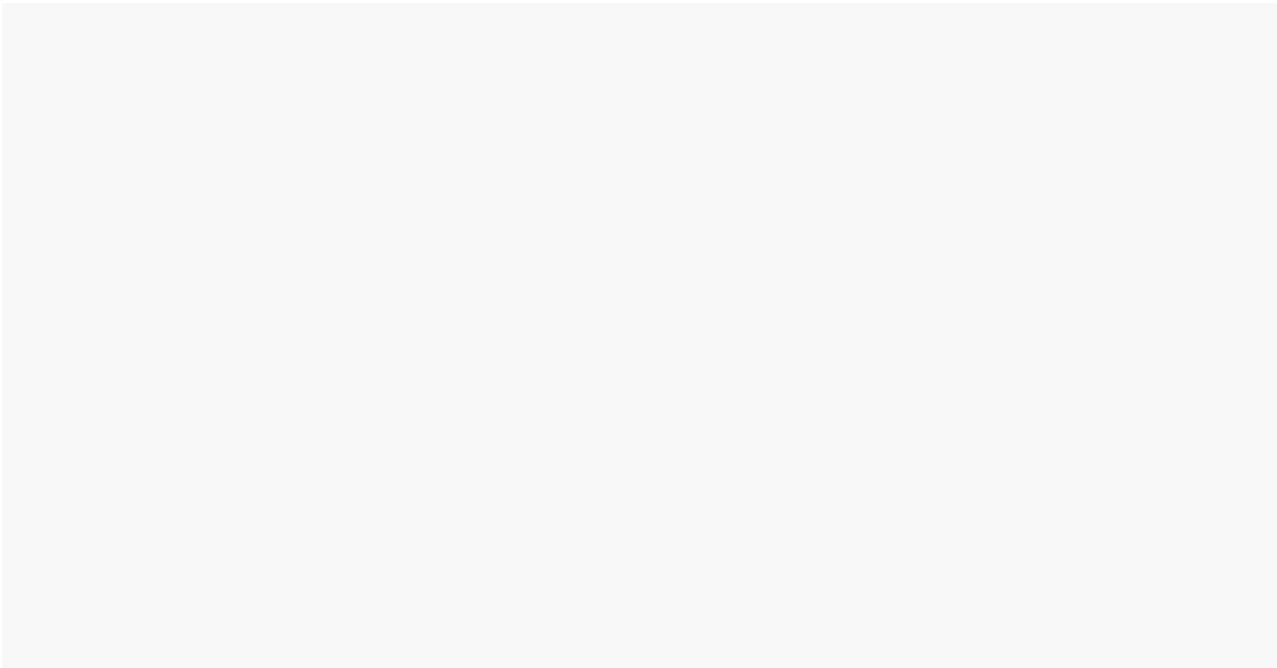
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The brand filed a suit with the federal court in New York, centering its case on a sandal from the Ivanka Trump line that it says is nearly identical to its own Wild Thing style. According to a statement about its legal action, Aquazzura says it has eyed perceived copycat designs from Ivanka Trump consistently over the past two years.

Courtside appearance

Aquazzura's suit is based on the Wild Thing, a sandal featuring fringe along the front strap, which has seen a strong response and recognition. It alleges that Ivanka Trump's Hettie, produced by Marc Fisher is a blatant rip off of the popular design.





One of the most disturbing things in the fashion industry is when someone blatantly steals your copyright designs and doesn't care. You should know better. Shame on you @ivankatrump! Imitation is NOT the most sincere form of flattery. #aquazzura #ivankatrump Proud of mine #madeinitaly #italiansdoitbetter ??????

A photo posted by Aquazzura by Edgardo Osorio (@aquazzura) on Mar 4, 2016 at 5:30am PST

Compared to the Aquazzura design, which retails for about \$785, Ivanka Trump's cost about \$145. The brand is asking the court to prevent Ivanka Trump from selling the Hettie, and is also requesting damages, legal fees and a record of the profits made off the shoe.

In a statement given to [Vanity Fair](#), the chief financial officer of Marc Fisher, which produces Ivanka Trump shoes, said that the suit was baseless, since the design reflects a greater trend, rather than something that could be considered intellectual property. The executive attributed the suit to a desire for publicity.

Based in Florence, Aquazzura was founded in 2011 by Colombian designer Edgardo Osorio.



Edgardo Osorio at a Neiman Marcus appearance

"Aquazzura is a young company that puts our heart and soul into our designs," said Jean-Michel Vigneau, CEO of Aquazzura. "We have brought this suit to protect the integrity of our designs, our hard work and to avoid consumers

from being deceived.

"If a company is allowed to use designs that they did not create, which consumers recognize as Aquazzura, then the original designs are compromised. We are confident that the law will not allow the type of copying that we have seen here."

It can be difficult for apparel and accessories labels to successfully argue a copyright infringement case, but it has not stopped brands from trying to protect what they believe is theirs.

French footwear and accessories label Christian Louboutin's attempt to protect its red soles by registering them as a protected brand has been turned down.

The Swiss Federal Administrative Court ruled in a statement published May 12 that the red soles are merely a decoration, rather than a brand, making them ineligible for a trademark. Christian Louboutin has been seeking sole ownership of its red soles, protecting itself legally from any copycat attempts ([see story](#)).

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