

APPAREL AND ACCESSORIES

Goyard back peddles after assuming celebrity's custom jacket was a fake

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Goyard silk scarves

By STAFF REPORTS

Leather goods maker Goyard has clarified that record producer DJ Khaled's jacket worn at the MTV Video Music Awards Aug. 28 was not a counterfeit.

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While attending the awards show Sunday night, DJ Khaled was photographed wearing a silk track jacket with Goyard's signature pattern. When Goyard, a house that has a very limited social presence, noticed the jacket it quickly responded with "Total fake!" along with a link to an image.

Silk accusations

Those looking to obtain the Goyard jacket began tweeting at the brand asking for more information. Questions ranged from where the jacket could be purchased and if it was a bespoke order commissioned by DJ Khaled.

Goyard's tweeted responses, meant to simply protect its intellectual property, were seen by many as unnecessarily pretentious. In one reply, the French house said, "Not at all an official Goyard item, that's for sure."



DJ Khaled at the VMAs; photo by Mike Coppola/Getty Images for MTV

The 163-year old brand does not currently offer apparel aside from a collection of standard accessories such as belts and scarves. Goyard is known for its leather goods such as handbags and luggage.

Eventually, DJ Khaled tweeted at the brand that he purchased Goyard scarves and had the jacket custom made, and has plans to make pants and shirts using its fabrics.

Backtracking on its assumptions, Goyard followed by saying:

[@djkhald](#) used genuine goyard silk scarves made into a custom shirt. This item is not an official collaboration, though.

GoyardOfficial (@Goyard) [August 30, 2016](#)

Luxury brands are often subjected to counterfeiting ([see story](#)), so Goyard was right to want to ensure that its trademarks were being used appropriately.

The way Goyard initially handle the situation may bring forth negative press, but, at the same time, the brand may have inadvertently introduced its goods to unfamiliar consumers.

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