

LEGAL AND PRIVACY

## Saint Laurent to pay damages, legal expenses after failed lawsuit

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*Saint Laurent, spring/summer 2017*

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By STAFF REPORTS

French fashion house Saint Laurent has lost a lawsuit brought up against fashion label Zadig & Voltaire.

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Saint Laurent brought Zadig & Voltaire to Paris' commercial court for allegedly copying the in-store design of two of its boutiques in the French capital. Luxury brands consider a boutique's design a reflection of their lifestyle and aesthetics, so any perceived infringement of intellectual property is taken very seriously.

### Sounds familiar

Saint Laurent accused Zadig & Voltaire of copying the store design of two of its boutiques on Champs-lyses in Paris. According to the luxury house, the in-store layout of Zadig & Voltaire's store appeared to be an exact copy of Saint Laurent's Avenue Montaigne boutique.

When brought before Paris' commercial court, the presiding judge ruled in Zadig & Voltaire's favor.

According to a statement by Zadig & Voltaire, "The judges, repeating the arguments brought forth by the Zadig & Voltaire company, considered that the Yves Saint Laurent company's claims were unfounded."

Saint Laurent has been ordered by the court to pay 300,000, or \$335,957 at current exchange, in damages to Zadig & Voltaire. The atelier is also ordered to pay 100,000 euros, or \$111,986, for Zadig & Voltaire's legal expenses.



*Saint Laurent's #YSo1 by Anthony Vaccarello*

Saint Laurent has been on both sides of an IP lawsuit.

In 2012, French footwear Christian Louboutin brought a lawsuit against Saint Laurent, which had designed a monochromatic red shoe including a red sole.

New York's court threw out the case, saying that while the Louboutin trademark would remain intact, it would not prevent Saint Laurent from making its shoes, since they did not infringe upon the copyright.

The court decision surrounding the Yves Saint Laurent versus Christian Louboutin trademark case awarded each fashion house a small victory ([see story](#)).

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