

APPAREL AND ACCESSORIES

Burberry files complaint against Target

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Cara Delevingne sporting Burberry's checked print. Image courtesy of Burberry

By STAFF REPORTS

British fashion label Burberry is legally going after Target in a copyright infringement case that claims the latter used the brand's iconic check print.

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Target is being sued for damages of \$2 million over a multitude of products that Burberry alleges infringed on its copyright. The British label is demanding Target stop producing anything with its copyrighted print, as well as compensating Burberry for the cost of damages and legal fees.

"We have great respect for design rights," said Target to Business Insider. "We are aware of the filing by Burberry and hope to address the matter in a reasonable manner."

Target versus Burberry

The case began last year when Burberry sent Target a cease-and-desist letter, but the retailer afterwards created scarves with an almost identical pattern to Burberry's checked print.

Following the scarves, Target also released water bottles, eyeglass cases and travel bags with similar prints.

Burberry believes that Target's partnerships with many other high-end brands have led the way for shoppers to believe these are authentic Burberry products.

"Target's misuse of the Burberry Check trademark on counterfeit and infringing merchandise has significantly injured Burberry's hard-earned reputation and goodwill, and has diluted the distinctiveness of the famous Burberry Check trademark," said Burberry in the complaint. "Target's well-publicized history of collaborating with popular brands and fashion designers to promote and sell Target-exclusive limited edition collections further heightens the risk of such consumer confusion."



Burberry's court document showing the similarities.

Copyright infringement is an issue throughout the luxury and fashion industries.

Fashion house Gucci has also been embroiled in litigation against Los Angeles-based discount retailer Forever 21.

Gucci accused Forever 21 of copying its registered trademarks the Green-Red-Green and Blue-Red-Blue stripe designs, which it calls its "webbing" designs and incorporating them on cheap knockoff clothing items. Jumping the gun, Forever 21 filed an action for declaratory judgment of non-infringement and invalidity of the marks. Gucci counterclaimed ([see more](#)).

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