



europæana fashion

Press Release

Europeana Fashion Publishes Guidelines on Intellectual Property Rights Florence – February 4, 2014

What do Chanel's interlocking Cs, Louboutin's red sole and David Bowie's stage costumes have in common? The answer is they are all protected by intellectual property (IP).

In collaboration with the Europeana Foundation, Europeana Fashion is publishing guidelines on how to manage IP in fashion content. By releasing these guidelines, the Europeana Foundation and Europeana Fashion want to promote awareness around sharing and re-using intellectual property in- and outside the fashion domain and provide support in a time of proliferation of cultural content in both on and offline media.

The guidelines were originally developed in 2012-2013 by the Victoria and Albert Museum (V&A), partner in the Europeana Fashion project, to provide content providers to the Europeana Fashion portal with a pragmatic approach to securing permission from rights holders. Europeana Fashion has recognised the potential usefulness for professionals in galleries, libraries, archives, museums (GLAMs) and creative industries and wishes to share this best practice with others in the cultural heritage sector.

Roxanne Peters, Intellectual Property Manager at the V&A, says "Fashion is as important as any other art or design practice and from established design houses like Chanel to emerging designers, it's crucial their work is appropriately protected. Cultural institutions have a responsibility to pursue best practice, give credit where credit is due and educate others in a virtual world."

[The guidelines are now available on Europeana Fashion.](#)



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Note for editors

About Europeana Fashion

www.europeanafashion.eu

On 1 March 2012 the Europeana Fashion project was launched. This exciting three-year project, co-funded by the European Commission within the ICT Policy Support Programme, will publish online by March 2015 over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues. Europeana Fashion is a best practice network of 22 partners, representing the leading public and private museums, archives and collections from 12 European countries.

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About Europeana

www.europeana.eu

Europeana brings together the digitised content of Europe's galleries, libraries, museums, archives and audiovisual collections. Currently Europeana gives integrated access to over 30 million books, films, paintings, museum objects and archival documents from some 2,300 content providers. The content is drawn from every European member state and the interface is in 29 European languages, and Europeana receives its main funding from the European Commission.

The Europeana Foundation also runs www.europeana1914-1918.eu, where people can upload family histories of the First World War and explore them alongside archive film footage and national library collections, and www.europeana1989.eu, which explores people's stories of the fall of the Iron Curtain.

There is also an information site for professionals in the heritage sector: pro.europeana.eu

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