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FROM COUNTERFEIT TO COUNTER

COUNTERFEIT | HOMELESSNESS | EDUCATION
COLLABORATION | UP-CYCLING | FASHION



ABSTRACT

THIS PAPER REPORTS ON A COLLABORATIVE PROJECT INVOLVING STAFF AND STUDENTS FROM COVENTRY UNIVERSITY, COVENTRY CYRENIANS (A CHARITY FOR THE HOMELESS) AND COVENTRY TRADING STANDARDS. COUNTERFEIT GOODS WERE ORIGINALLY DONATED TO COVENTRY CYRENIANS BY COVENTRY TRADING STANDARDS WITH THE INTENTION THAT THEY WOULD BE DE-BRANDED BY THE CHARITY, THEN SOLD ON TO RAISE FUNDS.

Unfortunately, the lack of manufacturing and design skills within the charity made the task impossible so they approached Coventry University for advice and support. The authors were both excited and inspired by the opportunities the project offered and realised the potential to develop it in many ways. This paper is a reflection on the motivation behind the project, how it has developed and where the project has potential to grow. The aim is to expand the 'Re-Freshed Fashion' project both nationally and internationally. There is scope to engage students at all levels in the project, continuing to raise awareness of the destructive nature of counterfeit goods to the economy, environment and individuals across the globe, ultimately dealing with the issue in a creative and inspiring way.

THE CURRENT GLOBAL FINANCIAL IMPACT OF COUNTERFEITING IS ESTIMATED AT AROUND \$650 BILLION ACCORDING TO A REPORT COMMISSIONED FOR THE INTERNATIONAL CHAMBER OF COMMERCE.

INTRODUCTION

From the time in which civilised human beings wrapped themselves in fabric to demonstrate wealth and status, modes of dress have been copied. The ancient Greeks introduced sumptuary laws to protect the wealthy and industrialisation motivated the French and English to introduce textile protection laws in the 19th Century. The global impact of counterfeit fashion was realised by the fashion industry with the birth of haute couture. However, it has taken until the 21st Century for the issue of counterfeiting to be seriously considered by the World Intellectual Property Organisation (WIPO) and the World Trade Organisation (WTO). This is reflected in the claim by the United Nations Office on Drugs and Crime (UNODC, n.d.) that counterfeit seizures have increased tenfold in the ten years up to 2008 at the European border, 57% of which was clothing or accessories. The current global financial impact of counterfeiting is estimated at around \$650 billion according to a report commissioned for the International Chamber of Commerce (ICC & Frontier Economics, 2011).

In addition to the financial and reputational implications, there are complex further considerations; these include the management of overruns, regulation of working environments, and health and safety issues in relation to substandard goods.

This paper will explore ways in which the challenge of counterfeiting can be met through the development of new attitudes and practices. Following a discussion on the main areas of concern as perceived by the industry we report on a case study demonstrating how we have used this as a basis for a novel and well-received sustainable project for undergraduate students at Coventry University.

MOTIVATION

The issue of counterfeiting is a problem for everyone: we are all aware of the counterfeit trade but not necessarily of the broader implications. Counterfeiting has a huge financial cost to legitimate industries with the most recently available estimate from a study by the OECD of \$250 billion Worldwide (OECD, 2008).

The Fashion industry spends heavily on developing its brands and is particularly damaged by counterfeiting. Fake fashion items may be considered 'bargains' and buying them not a real crime, the public's desire for branded goods often blinds them to the realities of the production of counterfeit goods. Consumers of counterfeits are often victims of poor quality merchandise that may be harmful. Fake goods are rarely tested for health and safety and are often produced in unregulated conditions, using child labour and unsafe practices which are unethical

and unacceptable to the majority of consumers. Most of us will have experienced a counterfeit product either knowingly or unknowingly at some point in our lives.

The implications of counterfeiting are far reaching, governments lose out on unpaid taxes and incur the cost of policing counterfeiting which is then passed on to the tax-payer. There is growing concern amongst anti-counterfeit organisations that counterfeiting is linked with other criminal practices including: people trafficking, prostitution, terrorism, money laundering, benefit fraud and the drugs trade. According to Crime Stoppers, around 70% of the £1.3 billion made from Intellectual Property (IP) crime flowed back into organised crime during 2007 (CrimeStoppers, 2010).

The practice of overruns is not uncommon in luxury fashion manufacturing, where genuine surplus goods reach the market. Overruns are goods produced at the same time in the same place using the same templates and materials as genuine goods, but are being sold on in markets and on the internet at greatly reduced prices, directly impacting on the genuine brand.

CAN WE EVER STOP THE COUNTERFEITERS?

In 2011, the Taxation and Customs Union reported that over 114 million articles suspected of infringing intellectual property rights were stopped by customs at the EU external border. They also estimated that the value of the equivalent genuine products were worth over €1.2 Billion (European Commission, 2012).

The counterfeit culture has grown at an alarming rate in recent years with estimates from the Organisation for Economic Co-operation and Development (OECD, 2008) being that approximately 7-10% of global trade is derived from counterfeit products, amounting to a 400% increase since the 1990's. The International Chamber of Commerce (ICC) now believes that counterfeiting and piracy cost the global economy around US \$650 billion in 2008. The ICC has also estimated that by 2015 that cost will have increased to \$US 1.77 trillion dollars (ICC & Frontier Economics, 2011).

Every day in local, national and international news reports there are examples of hauls of counterfeit product being seized. In Coventry, where there is a large international freight hub, finding counterfeits is not uncommon and is regularly reported in the press. In December 2012, newspapers reported on several cases where large hauls of goods had been seized. In one recent operation during December 2012, border officers seized 58,000 fashion items with labels such as Armani, Cartier, Ugg, Louis Vuitton and Nike, all destined for individual addresses in the UK, (Williams, 2012), (Press Association, 2012). In another haul in the same month, 2 vehicles destined for a local market at Wellesbourne were stopped carrying a total of £140,000 of fake designer labels (Dimmer, 2012).

The growth in Internet shopping has meant an escalation in seizures, with eBay becoming a site that is thought to be a haven for counterfeiters. Tiffany & Co the jeweller have been in litigation with eBay since 2004. Tiffany claim that three quarters of the items that are sold on eBay reputedly as from their stores are fakes. (Moss, n.d.). An Investigative journalist, Laura Moss, in a report for the Daily Mail, purchased 34 items from eBay from up-market labels, including Tiffany, Cartier, Louis Vuitton and Chanel. Her action was prompted by the continued pursuit by Tiffany in addressing counterfeiting, of the 34 items purchased, 33 were proven to be fakes. This overwhelming statistic demonstrates the enormous scale of contemporary counterfeiting

THE UNSPOKEN TRADITIONAL SOLUTION?

A key issue for consideration is what to do with counterfeit products after they are seized. Traditionally, counterfeit goods have been destroyed after seizure to prevent their return to the market.

(Soentgen, 2011) in "Disposing of counterfeit goods: unseen challenges", commented that the escalation of counterfeiting and piracy and the increase in the effectiveness of customs authorities in detecting and confiscating intellectual property is now creating additional challenges of logistical and environmental dimensions. In 2011, customs authorities in the European Union (EU)





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alone, seized some 115 million items (a 15% increase on goods seized in 2010) ranging from sunglasses, bags, and shoes, to medicines, electronic devices, batteries, refrigerants and pesticides. Over 75% of these goods were destroyed.

DESTROYING GOODS IS A COSTLY BUSINESS

Landfill as a means of waste disposal dates back to the beginning of civilization, with sites uncovered in the vicinity of the Minoan capital of Knossos on Crete dating back to 3,000 BC. It has long been a popular option, however it is not without issues. Landfill is considered unethical and

causes damage to the environment. The European Union Landfill Directive (April 1999) (European Commission, 2012), suggests that the disposal of biodegradable waste to landfill contributes to climate change through the release of methane, a powerful climate change gas. It also believes that there are many other problems associated with landfill including leaching (the leaking of potentially toxic liquids into soil and groundwater) and that landfill has negative effects on human health and the waste of valuable resources. Apart from landfill, other common methods of destruction include; open air burning, shredding

and crushing. The Conservative government introduced a landfill tax in 1996 to try and address some of the issues in dealing with the ever increasing demand, and in 1999, the Labour government brought in a landfill tax accelerator, increasing the rate of tax paid on an annual basis until 2014. The standard rate applies to active waste, the lower rate to inactive waste.

Landfill Tax rates from 2011-2014:

- 01.04.11 – standard rate £56 per tonne; lower rate £2.50 per tonne
- 01.04.12 – standard rate £64 per tonne; lower rate £2.50 per tonne
- 01.04.13 – standard rate £72 per tonne; lower rate £2.50 per tonne
- 01.04.14 – standard rate £80 per tonne; lower rate – to be announced

In the 2010 budget it was announced that the standard rate of landfill tax would increase by £8 per tonne each year from 1 April 2011 until at least 2014. There will be a floor under the standard rate, so that the rate will not fall below £80 per tonne from 2014-15 to 2019-20 (HMRC, 2012).

These tax rates are having an impact on the sector. Brand Enforcement UK (BE UK) is one of a number of organisations that helps companies to bring criminal proceedings against traders selling unlicensed and fake branded goods, its clients include Playboy, and Oakley. In an interview with Lloyds Insurance, Lisa Lovell, a brand protection consultant who works for BE UK, suggested that the financial costs attached to counterfeit goods go far beyond direct lost sales or

loss of reputation through shoddy fakes in the market. Lovell claimed that in the UK, the cost of destruction of seized fake goods is passed on by Customs authorities to brand owners. She stated, 'It is not unusual to see a £20,000 bill for sending counterfeit goods to landfill' (Lloyds Insurance, 2011).

It is extremely difficult to find accurate statistics from individual brands to support this claim, as brands are very often secretive about how many counterfeits of their own products are seized. It is rumoured that brands often have their own inspectors who work at freight hubs, with the aim of finding counterfeits and disposing of them quietly to avoid 'negative' publicity. This is possibly a reflection of how damaging brands perceive counterfeits to be.

With consignments of goods costing on average £20,000 to dispose of and the cost of this borne by the genuine brand owner, there is considerable motivation to find alternative solutions and several organisations have come up with innovative policies to deal with this.

THE FRENCH APPROACH

The French have a long established history of protecting their luxury brands and were the first to introduce intellectual property protection for their silk weavers. This law was further amended in the early 20th Century to protect its couture industry. (Scafidi, 2006). The French have the most stringent IP laws for their fashion industry and to this day fiercely protect their luxury brands. The latest campaign from Comité Colbert

features visual propaganda with slogans such as "Buy a fake Cartier, get a genuine criminal record." The French attitude is to not accept counterfeiting but to change peoples' attitudes towards it. In France buying or carrying a counterfeit product is a criminal offence punishable by up to 3 years imprisonment and a €300,000 fine. The French National Anti-Counterfeiting Committee (CNAC), estimates that currently, counterfeiting costs France €6 billion in lost revenue ever year (Diderich, 2012).

Elisabeth Ponsolle des Portes, of Comité Colbert, the luxury French goods group, said in an interview for WWD that "Sales of counterfeit products were flourishing thanks to the explosion of e-commerce sites offering fake designer goods". In the same article, Christian Dior Chief Executive Officer Sidney Toledano was quoted as saying "The people buying fake goods are not Chinese, Vietnamese or Russian, they are European, every time you buy a fake Lacoste, a fake Longchamp, a fake Chanel, you are shooting yourself in the foot on the values you hold dear." (Diderich, 2012).

The French have a strong moral and political attitude to tackling counterfeits. They will not tolerate it, and will do what they must to protect their fashion industry but they have yet to find a sustainable solution to the products themselves.

There are several organisations exploring various responses to the challenge of dealing with counterfeit goods. REACT, the European anti-counterfeiting network, is a non-profit,

rights holders' organisation that deals with the legal, environmental disposal and recycling issues that arise from counterfeiting. REACT re-cycles 95% of all of its seized counterfeit goods. The goods are sorted and broken down and made into a variety of new products, including garments, furniture, shopping bags and even construction materials for sports facilities and playgrounds. The organisation also works with social agencies and offers opportunities to disadvantaged groups for employment (Soentgen, 2012).

In the UK, the "His Church" organisation has been working with trading standards for over seven years de-branding counterfeit goods and distributing them to the homeless. Buckingham Trading Standards were the first authority to donate seized goods to the charity and have since been joined by Manchester, Liverpool, London, West Midlands Police, the Metropolitan Police and the City of London Police. They have developed their own label, "HIS", which they cover over the original branding with. Unfortunately, there are limits to what products they are able to work with as the majority of counterfeit clothing is heavily branded. The church has secured permission to send goods they cannot de-brand out to Africa. However this is not without problems, as there is evidence of counterfeit clothing that has been donated in its original state finding its way back on to the market.

It is not only counterfeited goods that find their way into landfill; there have been examples of fashion chains that have destroyed their own products after they have reached their sell-by

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date in order to prevent them from finding their way onto the black market. In the New York Times it was reported that at the rear of the branch of H&M on 34th Street, just east of Sixth Avenue in Manhattan, a Spanish couple were found to be destroying garments that H&M wanted out of circulation (Dwyer, 2010). There was an outcry from charities at the time as it was discovered that the practice was standard not only for H&M but that Wal-Mart and Anthropologie also carried out this practice. As a result of this reaction, all of these companies have changed their policies. This has had a positive impact on companies finding creative solutions to the problems of goods finding their way into the wrong hands and losing profits. An example of this is 'Reclaim to Wear', a collection made from unsold garments developed by Orsola de Castro and Filippo Ricci who have recently collaborated with the Top Shop Design Team to design a range of upcycled garments for them.

COUNTERFEIT TO COUNTER

We have also developed our own response to this challenge. Counterfeit to Counter is a collaborative project between Coventry Cyrenians (CC), (a charity for the homeless), Coventry Trading Standards (CTS) and Coventry University (CU). Coventry Cyrenians initially approached the authors for advice on how to de-brand counterfeit goods donated to them by Coventry Trading Standards. Many of the goods were heavily branded and the charity was keen for their clients to learn how to remove the branding from the donated fashion products and sell them on to help raise funds, a similar idea to the model originated by His Church. The CC management team had run a pilot project giving counterfeit garments to their clients, charging them with the task of de-branding them. As a result of the pilot, the

charity discovered that the skill level required to de-brand the garments was beyond both the clients and the management and that the garments ended up with large holes and had no resale value. The charity approached the authors to train their clients to remove the branding thinking this would solve the problem. However, as much of the branding is embroidered or printed it is not possible to remove and leave the garment intact. Up-cycling the garments was suggested to produce new, more desirable, one-off fashion products.

THE PROJECT

The first garments that the students were given to work with were fake Tommy Hilfiger shirts (figure 1).

These were poor quality cotton and cheaply manufactured. The students soon realised that the task of de-branding was not straightforward, just as the management and clients at CC had previously. The embroidered logos on the shirt pockets had been so tightly stitched that it was impossible to unpick (figure 2).

The only answer was to remove the whole pocket. The inside label on the back of the shirt was also tightly stitched and required patience to remove, and the buttons were monogrammed and had to be taken off the garments, making the whole process very time consuming and arduous. When the shirts were de-branded they looked cheap and unattractive. Without the Hilfiger branding they were completely unappealing and worthless, and the difficult de-branding exercise had left the shirts in need of a complete re-think.

The students were tasked with re-inventing the garments, and working in groups they developed a whole new range of silhouettes. This was a completely different approach to that

of His Church and proved that the counterfeit garments could be turned into original, desirable products in their own right (figure 3).

CURRICULUM DEVELOPMENT

The authors have been active in embedding ethical fashion and sustainability within the curriculum, engaging with organisations such as Fashioning an Ethical Industry (FEI), SOURCE, attending events such as Esthetica (FEI 2010) and Trend Boutique conferences on the subject. We saw Counterfeit to Counter as an ideal opportunity to offer a 'real' first hand experience of addressing issues of sustainability and ethics. Students were introduced to the issue of counterfeiting through the project and although students had attended lectures, seminars and conferences, it became apparent that their level of awareness was still limited. Many of them had little or no knowledge of the wider impact of counterfeiting and were inspired and motivated by having the opportunity to do something with a positive outcome.

CTS and CC gave presentations to the students explaining the issues from their very different perspectives: the students found the subject matter interesting and could relate the project to the industry they aspired to work in, on a humanitarian level. The authors have now embedded the project into the curriculum, delivering one or two-day workshops where students work in cross year groups to develop new fashion products from the reclaimed goods. The project is delivered during the first week of term as a social enterprise and as a method of introducing new undergraduates to the project. As well as improving the students' design and manufacturing skills, the project also develops the students' entrepreneurial skills through consideration of pricing and point of sale.



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THE LAW

CTS visited the University and briefed staff about the legal implications of handling counterfeit goods and one of the authors was nominated as the person responsible for these goods whilst they were on University property. CTS inspected the storage facility for the counterfeit garments and challenged us with keeping all of the goods in a secure place accessed by no more than 3 people until they had been de-branded. They also insisted that all of the branding components be stored securely until they were returned to them to be destroyed.

DISSEMINATION AND AWARDS

As the project gained external interest the authors gave the project the brand name ReFreshed Fashion. The authors were invited to submit the project for a Lord Stafford Award and achieved a runner up in the 2010 Innovation In Development category. This gained



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the interest of the local press and was featured in an article in the Coventry Evening Telegraph. The project has been exhibited locally, nationally and internationally, raising awareness of the issue of counterfeiting, the charity and the work of the authors and students at Coventry University. ReFreshed Fashion products have featured on the catwalk show at Coventry Fair Trade Week. As part of a commemorative event at the Coventry Transport Museum to mark the 60th anniversary of the Blitz on Coventry, the authors, along with a selection of student volunteers, ran a series of workshops using already de-branded counterfeit goods. The aim was to demonstrate make do and mend techniques. The workshops were attended by people of all ages and the event was featured in the local press. A ReFreshed collection of 8 outfits was shown on the college catwalk at the Clothes Show Live event at the NEC in Birmingham. Students developed a range of products that they marketed and sold on the CU stand at the event and raised £100 for the charity. The project was also featured on BBC Midlands Today on the 1st December 2010.

INTERNATIONALISATION

In 2011 the authors secured Erasmus funding to take the project to HELMO, Haute Ecole Libre Mosane, Liege, Belgium. The project was complex: counterfeit garments were shipped to Belgium after they had been de-branded inside CU under controlled conditions, and stored in a secure place at HELMO until they would be used. The Belgian academics have a formal, traditional approach to Fashion education, and so the ReFreshed Fashion project was unlike any that they had undertaken before and there were also language barriers to overcome.

In preparation for the visit the authors developed a collection of garments from counterfeit goods, which were also shipped in advance. These garments gave the Belgian students a context for the project and offered them an insight into the potential outcomes. The project was delivered over three days in a similar way to at CU, the key difference being that the students worked individually and not in groups. It became clear that the traditional methodical approach of the Belgian students was quite a contrast to the students at CU, who had

demonstrated the creative spontaneity that we perceive as typical of fashion students in the UK. At the end of the project the students presented their final designs to the authors and our Belgian colleagues. We were tasked with selecting fifteen of the forty-five designs to exhibit alongside our own work at 'Made in Liege'. The fifteen students selected to exhibit produced successful designs and even though their approach was different, they were contemporary to students from CU. 'Made in Liege' is a key fashion event in Liege consisting of a week-long celebration of Belgian fashion and design; pop-up shops, catwalk shows, seminars and exhibitions are held at various locations all over the city as part of this event (figure 4).

OPPORTUNITIES FOR THE CLIENTS

The focus of the project in 2012 has been the creation and launch of the CC concept charity store, with a Fair Trade Café. CC were determined to bring an awareness of homelessness into the wider community whilst creating somewhere with vocational opportunities for their clients in a supported place that they could develop the skills and confidence they would need to become independent. They were determined not to be just another charity shop.

We visited the site of the store with a student group while it was still under construction. CC wanted a focus group to support the store layout and design and commissioned a survey of the footfall and local demographic in the FarGo Village area. CU students were also involved in this process. The charity did not want the venture to become a typical charity shop, selling unwanted second hand fast fashion. They were looking to create a forward looking, stand alone concept store that would entice a strong local following. With the aim of promoting awareness of the charity and providing employment, skills and educational opportunities for young and unemployed people, they planned to achieve success ensuring all proceeds be reinvested into the project.

CC encountered a variety of issues and legislation throughout the process of launching the store. To assist this they appointed a project manager to oversee the set-up and the authors were invited to join the steering group for the venture. This group also includes representatives from CTS, CC, Coventry City Council and several CC clients. The appointment of a project manager was a prudent one and gave the project drive and focus. We visited the proposed venue to see the progress of the build and gain an insight into the space available for the Fashion area within the store.

CONCEPT STORE LAUNCH

In 2012 we were invited to exhibit at the Lifestyle Event, a celebration of local Fashion and Food in Coventry City Centre in October. We approached CC about using the event as a launch for the store and after consideration it was agreed it was a suitable event and an ideal opportunity to showcase the ReFreshed brand. We briefed students at CU to create a range of outfits to show on the outdoor catwalk and to produce a range of products suitable

for sale at the Lifestyle event to be held in October. We invited several clients from the charity to be involved. For the clients, this was the first time that they had been inside a University and have the opportunity to mix with students; the clients were surprised at how warm and friendly the students were and felt a great sense of achievement in producing products for the event.

The event was a complete success, many of the products created were sold and over £1000 was raised for the charity over the two days. The event helped launch the brand in the city and raise the profile of the project. The event was covered by journalist James Melik for the BBC World Service.

REFRESHED AND WINDSORS

We briefed Graphic Design students at CU to design the branding for the store. The store has been named ReFreshed and Windsors and has two quite distinct areas. ReFreshed, the Fashion area is named after the Brand originated by the authors. Windsors, the Fair Trade Café, is named after Rob Windsor, a key activist and socialist councillor who campaigned for justice for the homeless and worked as a housing advisor to the charity. Students were challenged with developing branding that not only promoted the distinct individuality of the brands, but also a common theme to link them together. The branding needed



MIKE FOWLER CHIEF EXECUTIVE OF CC EXPLAINED HOW, TO DATE, CC HAS SUPPORTED 15 YOUNG, UNEMPLOYED AND HOMELESS PEOPLE TO ACCESS THE PROJECT, GETTING INVOLVED IN MARKET RESEARCH, PROMOTION, PROJECT MANAGEMENT AND CUSTOMER SERVICE.

to be suitable for use throughout the store, on bags, labels, point of sale merchandise and the store fascia (figure 5).

In preparation for the store opening fashion students designed and made a new range of ReFreshed products and were involved with the store manager in pricing the products. Fashion students from CU took responsibility for the visual display and point of sale plus overall merchandising of all of the Fashion products in-store. The students were also given the opportunity to develop their own products that they could sell through the store and share in the profit.

DESIGNER LINKS

Paul Burbo of 'BURBO k'ture', a Birmingham-based designer/stylist, was also invited to develop a range for the ReFreshed Brand. BURBO k'ture has a distinct style that is complimentary to the ReFreshed brand. It was decided that additionally the store would stock a range of selected retro and vintage clothing and vinyl that would also compliment the store ethos.

The store was opened on November 29th 2012 by Neville Staples of Coventry band The Specials. The opening was well attended by charity staff and clients, local dignitaries, councillors, students and people from the local area. The store is currently trading well and has a popular following of regular customers (figure 6).

GOING FORWARDS

The key motivation of this project has always been to support the young and homeless. In recent years, Coventry City Council has seen an increase in the amount of young people aged between 16 and 24 years old, accessing their services. In 2006 a report published by CRISIS (Crisis and Opinion Leader Research, 2006), the homeless charity found that 'Six in ten homeless people (60%) have qualifications below Level Two or no qualifications at all. This is almost twice that of the adult population (32%)'. When they asked clients what were the benefits of participating in education and skills activities they heard that: 'A lack of self-confidence' was an issue for many homeless. Confidence appeared to be a major barrier to reintegration into society, particularly for rough sleepers. Many ex-rough sleepers in the interviews said that they had found it difficult to interact with others when they moved into shared accommodation or participate in a training or educational activity.

Mike Fowler Chief Executive of CC explained how, to date, CC has supported 15 young, unemployed and homeless people to access the project, getting involved in market research, promotion, project management and customer service. CC's plan for the first year is to take 40 young unemployed people through the project providing them with access to employability

skills, retail and customer service experience and access to qualification (Fowler Nov 2012). We are currently working with students from CU and CC on a way of providing skills training for clients of CC to enable them to gain the skills and confidence to be reconnected with the world of work and to help them out of the cycle of homelessness and unemployment.

THE FUTURE

We are keen to continue to raise awareness of the destructive nature of counterfeit goods to the economy, environment and individuals across the globe. The intention going forwards is to develop opportunities for both the clients of CC and students of CU to broaden both groups' experience of the wider community of practice and also introduce the notion that fashion is not just an elitist glamorous profession enjoyed by the privileged few, but an industry that is all encompassing, multifaceted and has a conscience.

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FIGURE CAPTIONS

Figure 1: Counterfeit Tommy Hilfiger shirt before de-branding.

Figure 2: A selection of the counterfeit brands donated to the project.

Figure 3: ReFreshed bag designed and made from counterfeit UGG boots by Coventry University Fashion Accessory Students, Michael Mullarkey, Scarlett Sturrock, Rebecca Coombs, Suzanne Kugler and Jessica Hearnden.

Figure 4: 'Made in Liege', an exhibition of ReFreshed garments, designed and made by students at HELMO, Haute Ecole Libre Mosane, Liege, Belgium.

Figure 5: ReFreshed branding designed by Vesta Jakstaite, Graphic Design student at Coventry University.

Figure 6: Mike Fowler, CEO of Coventry Cyrenians with Coventry Two-Tone Stars, Neville Staple from the Specials and Rankin Roger from the Beat, at the opening of the ReFreshed boutique.