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Fighting Fashion Lookalikes in China

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As a fashion law attorney with experience in both China and the United States, I've seen firsthand how Chinese consumers continue to embrace Western fashion brands.

These brands symbolize trendiness, social status, and international appeal. China remains a lucrative market for prestige labels.

Protecting brand value and combating counterfeits is a familiar challenge for Western fashion brands.

Read the full article in the *New York Law Journal* from Seattle-based Partner **Sindy Ding-Voorhees**.

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