

Dark Side of Counterfeit Luxury Goods

Fashion Design & Merchandising

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INTRODUCTION

In recent years, the global counterfeit markets were estimated at US \$600 billion annually (Lieber, 2014). The prodigious growth of the counterfeit business has led to a severe threat to world trade. The rapid growth of counterfeiting causes not only serious societal problems but also the economic black market (e.g., no taxes or legal business costs, and loss of governments' legitimate revenue). More seriously, it is known that profits from the counterfeiting trade are related to terrorists and criminal groups such as Al-Qaeda, Hezbollah, the Mafia, and the Irish Republican Army (Street, 2015).

There is increasing evidence of a connection between funding terrorism, sweatshops (e.g., child abuse), and selling counterfeit fashion products (e.g., handbags, glasses, clothing or accessories). This suggests that the business of counterfeiting as the dark side of counterfeit market is a threat to public safety and human right worldwide. Thus, it is very important to understand the dark side of fashion counterfeits business more deeply.

PURPOSE OF THE STUDY

The purposes of this research were to examine prevalence of fashion luxury counterfeit products online, and investigate negative aspects of counterfeit product consumption.

METHOD

To answer the proposed questions, the method used was qualitative research consisting of in-depth data analysis of magazine and news articles, and scholarly journal articles. This data will be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge (Corbin & Strauss, 2008). The content will be studied with reference to the meanings, contexts and intentions. As well, past case studies and surveys were analyzed to contribute to new research.

RESEARCH QUESTIONS

RQ1: What are negative aspects of counterfeit productions consumptions ?

RQ2:How terrorism is linked to counterfeit fashion?

RQ3:How counterfeit fashion hurts brands reputation, and therefore causes them to increase their price of goods?

RQ4: What kind of counterfeit fashion websites are available for viewers to access?

RQ5: How counterfeit fashion takes away from the true meaning of fashion?

RESULT

RQ'S	Answers
RQ 1 : What are negative aspects of counterfeit production consumptions	<ul style="list-style-type: none">• Ruins brands reputations• Coincides with terrorism• Causes individuals to spend more money than they should• Funds sweatshops• Causes significant price change in brands products• Counterfeit fashion attracts terrorists
RQ 2: How terrorism is linked to counterfeit fashion?	<ul style="list-style-type: none">• Terrorists buy from the same sellers normal citizens do• Many sellers have weapons they also sell with the products• Terrorists recruit some buyers to their organizations• Terrorist's can use counterfeit
RQ 3 : How counterfeit fashion hurts a brands reputation, and therefore causes them to increase their price of goods?	<ul style="list-style-type: none">• They loose so much money to these counterfeit company's that they have to raise prices to gain the money back• Designers want to make a clearer statement on what is actually their product• Customers are more hesitant to buy items from commonly counterfeited brands• People take the quick route and spend money for cheap.
RQ4: What kind of counterfeit fashion website are available for viewers to access	<ul style="list-style-type: none">• Websites such as Ebay and Craigslist have a lot of pull in the counterfeit fashion industry• Itbag, Dhgate, Alibaba, and Ali Express do as well
RQ 5 : How counterfeit takes away from fashion's meaning?	<ul style="list-style-type: none">• People become so focused on looking like other people that they forget fashion was for individuality• People do not take time out to be their own person anymore



SUMMARY OF FINDINGS

Overall counterfeit fashion have a back door that most of its consumers have no idea about. The urge to find the latest and the greatest has over powered not just the country but the world.

Companies are hurtin , laborers are hurting, terrorists are prospering and humans are spending more than they know. . We as a society have to get back to the correct way of doing things. We need to think about why fashion was created in the first place. We must also remember we have morals to uphold when it comes to each other .

IMPLICATIONS

The results provide better understanding of the impacts of selling and buying of fashion counterfeits in future.

Based on the results, this study provides significant implications such as some strategies to convince consumers not to purchase counterfeit products, and to educate young consumers' counterfeit consumptions. It would also be useful for future work to examine other aspects of the counterfeit luxury goods consumption.

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