

Put shoes on the Ferrari to 'live virtual', a fashion designer is in danger of going to court

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This is a pretty humorous affair and is receiving a lot of mixed opinions from the public. A famous German fashion designer is about to be sued by Italian supercar Ferrari because he has attached a pair of sneakers to his Ferrari.

Accordingly, in a series of public posts on Instagram earlier this week, German designer Philipp Plein said that he was being sued by Ferrari after posting pictures of his sneakers, okay. Put on the rear hood of the personal supercar. Ferrari said that Plein 'behavior had' seriously affected 'the reputation of the Ferrari brand, and at the same time caused this supercar to suffer heavy losses in the brand image.

1. 49 million Instagram users leak personal information, mostly celebrities



The picture caused controversy by Philipp Plein

In the letter sent directly to this designer, the representative of Ferrari said that he used the image of Ferrari brand for the purpose of online advertising on social networks to improve the level of brand recognition and advertising. promote their own products without the approval of this car company.

In the letter, Ferrari requested Philipp Plein to erase all Ferrari-related photographs that the designer posted on his personal Instagram account. Philipp Plein, however, refused the request from Italian supercar company, and

at the same time kept posting case announcements to people following him, expressing frustration with Ferrari's decision.

1. People who work with creative content on online platforms have earned nearly \$ 7 billion



Ferrari's trademarks and model cars are associated in your pictures with a lifestyle totally inconsistent with Ferrari's brand perception, in connection with performers making sexual innuendos and using Ferrari's cars as props in a manner which is per se distasteful.

This behavior tarnishes the reputation of Ferrari's brands and causes Ferrari further material damage. In fact, the undesired connection between Ferrari's trademarks on the one hand, and Philipp Plein's line of shoes (and the questionable manner in which they are promoted) on the other hand, is interfering negatively with the rights enjoyed by Ferrari's selected licensees which are exclusively entitled to use Ferrari's trademarks to produce and promote line of shoes Ferrari branded.

Ferrari will bring this further unlawful, unfair and harmful behavior to the attention of the Courts.

Without prejudice to Ferrari's right to take any action, we hereby formally ask you to remove, no later than 48 (forty-eight) hours from the receipt of this letter, the images above mentioned from all media, including websites and social networks, ceasing any use of Ferrari's trademark and model cars for commercial purposes.

Yours sincerely,

Avv. Fabrizio Sanna

A handwritten signature in blue ink, appearing to read "Fabrizio Sanna".

The letter Ferrari sent to Philipp Plein, required photos to be deleted within 48 hours

In a latest move, Ferrari said its lawyers filed a lawsuit against Philipp Plein after two letters sent by their request were not approved.

Philipp Plein also 'did not fit' when publicly calling Ferrari's letter 'extortion letter'. At the same time, he called for more than 1.8 million people to follow his personal Instagram account to post similar images as a "challenge" to Ferrari. The designer even made a slideshow about what images his fans sent.

1. Show off baseball tickets to buy 15 million on Instagram, young people 'give' tickets to bad guys without knowing



Philipp Plein urged fans to post similar images as a "challenge" to Ferrari

Plein said it would launch a brand war, not to polish its name, but to protect 'freedom and personal privacy'. 'This is not just a confrontation between a shoe brand and an automobile manufacturer, but also a struggle for the rights of each individual. We have the right to post on personal social media accounts whatever we want (as long as it does not cause harm to anyone), this is the personal corner of each person and it needs to be respected ', Philipp Plein stated in a post.

From the perspective of the current law, observers believe that Ferrari can fully carry out a fair legal battle with Philipp Plein. According to The Fashion Law newspaper, 'Just like in the US, registered trademark owners in Italy have the right to prevent third parties from using identical or similar trademarks for the purpose of promotion. for another brand, product, or service. In this case, Philipp Plein put his branded shoes on the hood of the Ferrari-branded supercar, which means the designer 's shoes are placed right next to the Ferrari logo. And with the color matching of both shoes and the car, consumers can fully believe that these two brands are working together. They could understand that Plein's new collection of shoes was inspired by Ferrari supercars, or that these two brands were linked in some way, which in general would give rise to claims. Dad is about trademark infringement, and Ferrari has a good reason to sue '.

1. Conflicts surrounding the sale of \$ 30 bath water bottles and interesting questions about DNA



Ferrari absolutely has enough legitimate reasons to sue Philipp Plein

However in a quick interview with Bloomberg, Carmine Rotondaro, an independent legal advisor to the Philipp Plein brand, called Ferrari accusations completely unfounded.

The reason this incident received great attention from not only the fans of these two famous brands, but also from the business world because its results will have a huge impact on the advertising activities of the fans. brand on social media environment in the future. It is entirely possible that the case between Philipp Plein and Ferrari becomes 'case law'. Let's wait and see!

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