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Professional Certificate in Fashion Law

## E-Commerce and Fashion Law

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**Affiliate Marketing** – related terms: referral program, commission. A performance-based arrangement where an online retailer rewards third-party websites for driving sales or traffic. Example: a fashion blog includes affiliate links to a retailer’s product pages and earns a percentage of each purchase. Challenges include tracking accuracy, compliance with advertising disclosures, and managing fraudulent referrals.

**Algorithmic Pricing** – related terms: dynamic pricing, price optimization. The use of software algorithms to adjust product prices in real time based on market demand, inventory levels, competitor prices, and consumer behavior. Luxury brands may use algorithmic pricing to protect brand equity while maximizing revenue. Risks involve price discrimination accusations and consumer backlash if price fluctuations appear arbitrary.

**Artificial Intelligence (AI)** – related terms: machine learning, predictive analytics. AI technologies that analyze large data sets to forecast trends, personalize shopping experiences, and automate customer service. In fashion e-commerce, AI can recommend outfits based on previous purchases. Legal challenges include bias in algorithms, data protection compliance, and liability for erroneous recommendations.

**Brand Dilution** – related terms: trademark erosion, counterfeit risk. The weakening of a brand’s distinctiveness or reputation when unauthorized parties sell inferior or unrelated products under the same name. Online marketplaces can accelerate dilution if they host counterfeit accessories. Remedies involve vigilant monitoring, takedown notices, and contractual clauses with platform operators.

**Brand Protection** – related terms: IP enforcement, online monitoring. Strategies to safeguard a fashion label’s trademarks, designs, and copyrights across digital channels. Includes registering trademarks in key jurisdictions, employing anti-piracy tools, and collaborating with e-commerce platforms to remove infringing listings. Effective brand protection reduces revenue loss and preserves consumer trust.

**Consumer Protection Laws** – related terms: fair trading, return rights. Statutes that require transparent disclosure of product information, pricing, and delivery terms, and that grant consumers rights to refunds, repairs, or replacements. In the EU, the Consumer Rights Directive mandates a 14-day cooling-off period for most online fashion purchases. Non-compliance can result in fines and reputational damage.

**Copyright Infringement** – related terms: plagiarism, fair use. Unauthorized reproduction, distribution, or display of original artistic works such as textile prints, photographs, or runway videos. Online platforms often host user-generated content that may contain infringing images. Owners can issue DMCA takedown notices, pursue statutory damages, and implement watermarking technologies.

**Counterfeit Goods** – related terms: knock-offs, gray market. Illegitimate copies of branded fashion items that mimic the appearance of authentic products. Counterfeit sales thrive on e-commerce marketplaces and social media. Legal responses involve customs seizure, civil injunctions, and cooperation with platform

operators to block seller accounts.

**Cross-Border E-Commerce** – related terms: international shipping, customs duties. The sale of fashion merchandise to consumers in other countries via online channels. Requires compliance with varying consumer-protection regimes, import/export restrictions, and tax obligations. Companies often use localized websites, currency conversion tools, and regional fulfillment centers to mitigate logistical challenges.

**Customs Duties** – related terms: tariffs, import taxes. Taxes imposed by a destination country on imported fashion goods. Duty rates depend on the product's HS code, material composition, and country of origin. Failure to declare accurate values can lead to penalties, seizure, or delayed delivery, harming brand reputation.

**Data Protection** – related terms: GDPR, privacy policy. Legal frameworks governing the collection, storage, and processing of personal information from online shoppers. Fashion retailers must obtain lawful consent for marketing emails, implement security safeguards, and provide mechanisms for data access or deletion. Non-compliance may attract substantial fines and class-action lawsuits.

**Design Patent** – related terms: utility patent, ornamental design. In the United States, a design patent protects the visual ornamental features of a fashion article, such as the shape of a shoe or a handbag. It does not cover functional aspects. Enforcement requires registration with the USPTO and monitoring for infringing copies on e-commerce sites.

**Digital Rights Management (DRM)** – related terms: copy protection, encryption. Technological tools used to prevent unauthorized reproduction or distribution of digital fashion assets, such as 3-D garment files or virtual runway videos. DRM can help protect proprietary design files used in digital sampling, but overly restrictive measures may frustrate legitimate users and raise antitrust concerns.

**Domain Name Disputes** – related terms: cybersquatting, UDRP. Conflicts arising when a third party registers a domain that is identical or confusingly similar to a fashion brand's trademark. The Uniform Domain-Name Dispute-Resolution Policy provides a streamlined process for trademark owners to reclaim offending domains. Remedies include transfer of the domain or cancellation of the registration.

**E-Commerce Platform Agreements** – related terms: terms of service, seller policies. Contracts that govern the relationship between a fashion brand and an online marketplace (e.g., Amazon, Zalando). Key provisions address commission rates, intellectual-property enforcement, data sharing, and dispute-resolution mechanisms. Brands must negotiate clauses that preserve brand integrity and limit liability for platform-related breaches.

**E-Signature** – related terms: electronic contract, digital signature. A legally recognized method of signing agreements online, often used for wholesale contracts, licensing deals, and terms of sale. The eIDAS Regulation in the EU and the ESIGN Act in the United States grant e-signatures the same enforceability as handwritten signatures, provided authentication standards are met.

**Enforcement Notices** – related terms: cease-and-desist, takedown request. Formal communications sent to

infringing parties—such as counterfeit sellers or unauthorized distributors—demanding the cessation of unlawful activity. In the digital context, enforcement notices often invoke the DMCA safe-harbor provisions to compel platforms to remove infringing content promptly.

Fair Trade Compliance – related terms: ethical sourcing, social responsibility. Adherence to standards that ensure workers in the fashion supply chain receive fair wages, safe conditions, and reasonable hours. Online retailers may display certifications (e.g., Fairtrade, WRAP) on product pages. Failure to substantiate claims can lead to consumer deception allegations and regulatory penalties.

Fashion Law – related terms: intellectual property, regulatory compliance. The body of law governing the creation, distribution, and protection of clothing, accessories, and related services. It intersects with contract law, IP law, consumer protection, and international trade. Professionals must navigate trademark registration, design protection, licensing, and e-commerce regulations to safeguard brand assets.

Fashion Licensing – related terms: brand extension, royalty. An arrangement where a fashion house authorizes a third party to produce and sell products bearing its trademark, typically in categories outside the brand's core expertise (e.g., eyewear, fragrances). Licensing agreements stipulate quality-control standards, royalty rates, and geographic scope. Online sales amplify the need for strict monitoring of licensed product authenticity.

Fast Fashion – related terms: quick turnover, low-cost production. A business model that rapidly brings runway-inspired designs to market at affordable prices, often relying on agile supply chains and online retail channels. Legal concerns include sustainability claims, labor-rights compliance, and potential trademark dilution when designs are overly derivative.

Fee Structures – related terms: transaction fees, listing commissions. The pricing models that e-commerce platforms impose on fashion sellers, including per-sale percentages, flat-rate listing charges, and promotional fees. Understanding fee structures is essential for profit-margin calculations and for negotiating favorable terms with marketplace operators.

GDPR (General Data Protection Regulation) – related terms: privacy rights, data controller. The EU's comprehensive data-privacy law that governs how fashion retailers collect, process, and store personal data of EU residents. Key obligations include appointing a Data Protection Officer, conducting impact assessments, and providing clear opt-out mechanisms for marketing communications.

Global Trade Agreements – related terms: free trade, customs unions. International treaties that reduce tariffs and harmonize standards for cross-border commerce. Examples include the US-Mexico-Canada Agreement (USMCA) and the EU-Japan Economic Partnership Agreement. Fashion companies can leverage these agreements to lower import costs, but must still comply with product-safety and labeling regulations.

Grounds for Injunction – related terms: preliminary relief, irreparable harm. Legal criteria that a fashion brand must demonstrate to obtain a court order halting infringing activity, such as the sale of counterfeit handbags on a marketplace. Courts consider the likelihood of success on the merits, the balance of hardships, and the public interest.

Halal Certification – related terms: ethical labeling, religious compliance. A certification indicating that a fashion product (often footwear or accessories) meets Islamic dietary and material standards, typically concerning the use of animal-derived leather. Online retailers must display certification logos and ensure supply-chain transparency to avoid misleading claims.

Intellectual Property (IP) – related terms: trademark, copyright, patent. The collective legal rights that protect creations of the mind, including brand names, designs, and technological innovations in fashion. Effective IP management involves registration, monitoring, enforcement, and licensing strategies tailored to digital distribution channels.

International Trademark Registration – related terms: Madrid System, global filing. A mechanism that allows fashion brands to register a trademark simultaneously in multiple jurisdictions through a single application. The World Intellectual Property Organization (WIPO) administers the Madrid Protocol, simplifying protection for e-commerce businesses that sell worldwide.

ISO 9001 – related terms: quality management, certification. An international standard for quality-management systems that fashion manufacturers may adopt to demonstrate consistent product quality and process control. While not a legal requirement, ISO 9001 compliance can enhance buyer confidence and support contractual obligations with retailers.

ISO 14001 – related terms: environmental management, sustainability. A standard that outlines requirements for an environmental-management system, enabling fashion firms to reduce waste, improve resource efficiency, and meet regulatory sustainability obligations. Online consumers increasingly demand proof of environmental stewardship, making ISO 14001 a valuable marketing asset.

Key Performance Indicators (KPIs) – related terms: metrics, dashboard. Quantitative measures used to assess the success of e-commerce initiatives, such as conversion rate, average order value, cart abandonment, and return-rate. In fashion, KPIs also track inventory turnover and brand-engagement metrics. Accurate KPI tracking informs strategic decisions and compliance reporting.

Legal Jurisdiction – related terms: forum selection, choice of law. The authority of a particular court to hear a dispute arising from an online fashion transaction. Contracts often include jurisdiction clauses specifying that disputes be resolved in a particular country's courts. Mis-aligned jurisdiction can increase litigation costs and create enforcement difficulties.

Marketplace Liability – related terms: platform responsibility, safe-harbor. The extent to which an e-commerce marketplace may be held accountable for IP infringement, counterfeit sales, or consumer-protection violations committed by third-party sellers. In the EU, the E-Commerce Directive provides conditional safe-harbor protections, provided platforms act expeditiously upon notice.

Material Sourcing Compliance – related terms: conflict minerals, traceability. Legal obligations to ensure that raw materials used in fashion products (e.g., leather, cotton, synthetic fibers) are obtained without violating human rights or environmental standards. Brands may need to certify compliance with the OECD Due Diligence Guidance and disclose supply-chain information on product pages.

**Metadata Tagging** – related terms: SEO, product schema. The practice of embedding structured data within HTML to improve search-engine visibility and facilitate accurate product indexing. Proper metadata helps fashion retailers appear in rich-snippet results, increasing click-through rates. Incorrect tagging can lead to misleading information and regulatory scrutiny.

**Minimum Advertised Price (MAP)** – related terms: price floor, price-maintenance. A policy that restricts retailers from advertising a product below a set price, commonly used by luxury fashion brands to preserve perceived value. Enforcement in e-commerce requires monitoring of online listings and issuing cease-and-desist letters to non-compliant sellers.

**Mobile Commerce (M-Commerce)** – related terms: responsive design, app-based shopping. The buying and selling of fashion goods via smartphones and tablets. M-commerce demands optimized checkout flows, secure mobile payment integration, and compliance with data-privacy standards for mobile devices. Challenges include device fragmentation and heightened security threats.

**Multichannel Retailing** – related terms: omnichannel, brick-and-click. The integration of physical stores, online storefronts, and third-party marketplaces to provide a seamless shopping experience. Fashion brands must synchronize inventory, pricing, and branding across channels to avoid consumer confusion and regulatory inconsistencies.

**Negotiated Settlement** – related terms: alternative dispute resolution, confidential agreement. The resolution of a fashion IP dispute without litigation, often involving monetary compensation and an agreement to cease infringing activity. Settlements can be advantageous for e-commerce parties seeking rapid removal of counterfeit listings while preserving brand reputation.

**Net-Neutrality** – related terms: bandwidth discrimination, open internet. The principle that internet service providers should treat all data equally, without favoring or blocking particular websites. Fashion retailers rely on net-neutrality to ensure their e-commerce sites are accessible to consumers without preferential treatment, especially for streaming fashion shows.

**Online Dispute Resolution (ODR)** – related terms: e-mediation, platform arbitration. Digital mechanisms for resolving consumer-brand conflicts, such as disputes over defective garments or delayed deliveries. ODR platforms can provide faster, cost-effective outcomes compared with traditional court proceedings, but parties must agree to binding arbitration clauses.

**Online Marketplace** – related terms: third-party platform, aggregator. A digital venue where multiple sellers list fashion products for sale, examples include Amazon Fashion, ASOS Marketplace, and Farfetch. Marketplace operators typically provide payment processing, logistics, and customer service. Brands must negotiate terms that protect intellectual property and ensure compliance with consumer-protection statutes.

**Open-Source E-Commerce Solutions** – related terms: Shopify, Magento. Software platforms whose source code is publicly available for modification. Fashion brands may customize open-source solutions to create distinctive storefronts, but must ensure that any third-party extensions do not introduce security

vulnerabilities or infringe third-party IP.

**Out-of-Stock Management** – related terms: backorder, inventory forecasting. Strategies for handling product unavailability on e-commerce sites, such as displaying “notify me” options or offering alternative styles. Effective out-of-stock management reduces customer frustration and mitigates legal exposure from misleading availability statements.

**Patented Technology** – related terms: functional innovation, utility patent. Technological inventions applied to fashion, such as moisture-wicking fabrics, 3-D-printed components, or RFID-enabled tags. Patent protection prevents competitors from copying functional aspects, but enforcing patents in the fast-moving e-commerce environment may require rapid takedown actions.

**Payment Card Industry Data Security Standard (PCI DSS)** – related terms: cardholder data, security compliance. A set of security standards designed to protect credit-card information during online transactions. Fashion retailers must implement encryption, tokenization, and regular vulnerability scanning to maintain PCI compliance and avoid costly breaches.

**Personalized Marketing** – related terms: targeted ads, behavioral profiling. The use of consumer data to deliver tailored product recommendations, promotions, and content. While personalization can boost conversion rates, it must be balanced against privacy regulations and the risk of algorithmic bias.

**Phantom Inventory** – related terms: stock discrepancy, overselling. A situation where an online fashion retailer lists items as available despite insufficient physical stock, leading to order cancellations. This practice can violate consumer-protection laws and erode brand trust, so accurate real-time inventory synchronization is essential.

**Platform Governance** – related terms: policy enforcement, community standards. The set of rules and procedures that an e-commerce marketplace uses to regulate seller behavior, content, and dispute resolution. Fashion brands should review platform governance documents to understand how IP violations are reported and addressed.

**Privacy by Design** – related terms: data minimization, security by default. An approach that embeds privacy considerations into the development of e-commerce systems from the outset. For fashion websites, this means limiting data collection to what is necessary for order fulfillment and providing clear consent mechanisms for marketing communications.

**Product Authenticity Verification** – related terms: serial numbers, QR codes. Methods used to confirm that a fashion item is genuine, such as holographic tags, blockchain-based certificates, or RFID chips. Online retailers can integrate verification tools into product pages, thereby reducing counterfeit risk and enhancing consumer confidence.

**Product Liability** – related terms: defective goods, strict liability. Legal responsibility of a fashion manufacturer or seller for injuries caused by a product that does not meet safety standards. Online sellers must ensure that garments meet regulatory requirements (e.g., flammability standards) to avoid costly lawsuits.

Promotional Disclaimer – related terms: advertising disclosure, influencer compliance. Statements required to clarify the nature of a promotion, such as “sponsored” or “paid partnership.” Fashion influencers must include appropriate disclosures on social-media posts linking to e-commerce sites to comply with FTC and EU advertising rules.

Public Procurement Regulations – related terms: government contracts, tendering. Rules governing the sale of fashion items to public institutions (e.g., uniforms for schools or staff). Suppliers must follow transparent bidding processes and meet specific ethical and sustainability criteria, which may be audited by procurement authorities.

Qualitative User Research – related terms: focus groups, usability testing. Methods for gathering in-depth feedback on online shopping experiences, such as navigation ease, product visualization, and checkout flow. Insights from qualitative research help fashion brands refine site design to meet accessibility standards and reduce legal exposure from discriminatory practices.

Quick Response (QR) Codes – related terms: mobile scanning, link shortener. Two-dimensional barcodes that, when scanned, direct consumers to a specific web page, such as a product detail or promotional offer. QR codes can bridge offline marketing (e.g., print ads) with e-commerce, but must be secured to prevent phishing attacks.

Refund Policy – related terms: return window, consumer rights. The set of terms governing how, when, and under what conditions a fashion buyer may receive a refund. Clear, prominent refund policies help comply with EU Consumer Rights Directive and U.S. state laws, reducing the risk of charge-back disputes.

Regulatory Sandbox – related terms: innovation testing, fintech. A controlled environment where new e-commerce technologies (e.g., AI-driven styling assistants) can be trialed under relaxed regulatory oversight. Fashion startups may use sandboxes to test novel payment solutions while maintaining compliance with financial regulations.

Remarketing Campaigns – related terms: retargeting, pixel tracking. Advertising strategies that display ads to users who previously visited a fashion website, encouraging them to complete a purchase. While effective, remarketing must respect consent requirements under GDPR and e-privacy directives.

Remote Sales Tax Collection – related terms: economic nexus, Marketplace Facilitator Act. The obligation for online fashion sellers to collect and remit sales tax in jurisdictions where they exceed a sales threshold, even without a physical presence. Recent U.S. Supreme Court decisions (*South Dakota v. Wayfair*) have expanded tax obligations for e-commerce businesses.

Resale Rights – related terms: first-sale doctrine, secondary market. The legal principle that allows owners of a purchased fashion item to resell it without the original brand’s permission, subject to trademark limitations. Online platforms for pre-owned luxury goods must balance resale freedoms with brand concerns over condition and authenticity.

Return Merchandise Authorization (RMA) – related terms: return process, stock reconciliation. A system that authorizes customers to send back defective or unwanted fashion items. Efficient RMA handling reduces

processing time, minimizes inventory distortion, and ensures compliance with consumer-protection timelines.

Revenue Share Model – related terms: commission-based, profit split. An arrangement where a fashion brand shares a portion of sales revenue with a platform or affiliate partner. Clear contractual language is needed to define calculation methods, reporting cycles, and audit rights to prevent disputes.

Royalty Management – related terms: licensing fees, royalty statements. The administration of payments owed to trademark or design owners based on sales of licensed fashion products. Accurate tracking of online sales data is essential for calculating royalties, especially when multiple marketplaces are involved.

Safety Data Sheet (SDS) – related terms: hazard communication, chemical compliance. Documentation required for fashion products containing regulated chemicals (e.g., leather tanning agents). Online retailers must provide accessible SDS links to comply with REACH (EU) and TSCA (U.S.) regulations.

Search Engine Optimization (SEO) – related terms: keyword strategy, organic traffic. Techniques for improving a fashion website's visibility in search-engine results. Effective SEO includes optimizing product titles, meta descriptions, and image alt tags, while avoiding deceptive practices that could trigger search-engine penalties.

Secure Socket Layer (SSL) – related terms: HTTPS, encryption. A protocol that encrypts data transmitted between a consumer's browser and a fashion retailer's server, protecting payment and personal information. SSL certificates are essential for PCI compliance and consumer trust; failure to use SSL can result in legal liability for data breaches.

Seller Authentication – related terms: identity verification, KYC. Procedures that e-commerce platforms employ to confirm the legitimacy of fashion sellers, often requiring government-issued IDs and business registration documents. Robust authentication helps prevent fraudulent storefronts and protects brand reputation.

Service Level Agreement (SLA) – related terms: performance metrics, downtime penalties. A contract that defines the expected level of service (e.g., order processing time, website uptime) between a fashion brand and a technology provider (such as a fulfillment center). Breach of SLA terms may trigger financial penalties or termination rights.

Supply Chain Transparency – related terms: traceability, blockchain. The practice of disclosing each step of a garment's production, from raw material sourcing to final delivery. Online consumers increasingly demand transparency; brands may publish sustainability reports or interactive maps to demonstrate compliance with ethical standards.

Terms of Service (ToS) – related terms: user agreement, contractual clause. The legal agreement governing the relationship between a fashion website and its users, covering account creation, prohibited conduct, and dispute resolution. ToS must be conspicuously presented and regularly updated to reflect changes in law or business practices.

Third-Party Logistics (3PL) – related terms: fulfillment provider, outsourced warehousing. Companies that handle storage, picking, packing, and shipping of fashion items on behalf of online retailers. 3PL contracts should address liability for lost or damaged goods, service-level expectations, and compliance with customs regulations for international shipments.

Trademark Clearance – related terms: search report, conflict analysis. The process of investigating existing trademarks to ensure that a proposed fashion brand name or logo does not infringe on prior rights. Clearance is critical before launching an e-commerce site to avoid costly rebranding or infringement lawsuits.

Trademark Infringement – related terms: likelihood of confusion, cease-and-desist. Unauthorized use of a protected brand identifier in a way that misleads consumers. Online fashion sellers may inadvertently breach trademarks by using similar hashtags or product descriptions. Remedies include injunctions, damages, and removal of infringing listings.

Trademark Registration – related terms: application filing, registration certificate. The act of officially recording a brand's distinctive sign with a national or regional trademark office. Registration grants exclusive rights to use the mark for specified goods (e.g., Class 25 for clothing). Online retailers benefit from registration by gaining stronger enforcement tools against counterfeiters.

Trade Dress – related terms: product appearance, overall look. Protection of the visual appearance of a fashion product or its packaging that signifies source. Trade dress can be enforced against competitors who copy the distinctive silhouette of a handbag. Online images must be carefully managed to prevent inadvertent copying.

Transaction Monitoring – related terms: fraud detection, risk scoring. Ongoing analysis of e-commerce orders to identify suspicious patterns, such as high-value purchases from new accounts or mismatched billing and shipping addresses. Effective monitoring reduces charge-back rates and protects against money-laundering concerns.

Transparency Reporting – related terms: public disclosures, corporate responsibility. The practice of publishing data on a fashion brand's e-commerce performance, sustainability metrics, and supply-chain audits. Transparency reports can satisfy stakeholder expectations and preempt regulatory inquiries, especially under ESG disclosure regimes.

Ultra-Fast Delivery – related terms: same-day shipping, logistics optimization. A service model where fashion items are delivered within hours of order placement, often enabled by localized fulfillment centers. While attractive to consumers, ultra-fast delivery raises legal considerations around accurate delivery promises and consumer-right violations if shipments are delayed.

Uniform Commercial Code (UCC) – related terms: sale of goods, contract formation. The U.S. statutory framework governing commercial transactions, including online sales of fashion merchandise. The UCC's provisions on warranties, risk of loss, and remedies are applied by courts when disputes arise between retailers and buyers.

**Unfair Competition** – related terms: misappropriation, deceptive practices. Conduct that harms a fashion brand’s business, such as copying a distinctive runway look and selling it at a lower price. Legal actions can seek injunctions and damages under state or federal unfair-competition statutes.

**Unique Product Identifier (UPI)** – related terms: GTIN, barcode. A standardized code (such as a UPC or EAN) that uniquely identifies a fashion item for inventory management and marketplace listing. Accurate UPIs facilitate product discovery, price comparison, and compliance with marketplace data-feed requirements.

**User-Generated Content (UGC)** – related terms: customer reviews, social proof. Content created by shoppers, such as photos, reviews, and styling tips, that appears on a fashion retailer’s site or social channels. UGC can boost conversion but must be moderated to avoid defamation, copyright infringement, or false advertising claims.

**Value-Added Tax (VAT)** – related terms: tax collection, EU compliance. A consumption tax applied to goods and services, including fashion items, in many jurisdictions. Online sellers must register for VAT in each EU member state where they exceed distance-selling thresholds, or they may use the One-Stop-Shop (OSS) scheme to simplify reporting.

**Virtual Try-On** – related terms: augmented reality, fit technology. Interactive tools that allow shoppers to see how garments will look on a digital avatar or their own image. While enhancing user experience, virtual try-on solutions must handle biometric data responsibly and comply with privacy regulations.

**Warranty Disclaimer** – related terms: limited warranty, exclusion clause. Statements that limit or exclude certain warranties, such as implied merchantability, for fashion products sold online. Disclaimers must be conspicuous and not conflict with mandatory consumer-protection statutes, which may render some exclusions unenforceable.

**Website Accessibility** – related terms: WCAG, ADA compliance. The design of fashion e-commerce sites to be usable by people with disabilities, including screen-reader compatibility and keyboard navigation. Failure to meet accessibility standards can lead to lawsuits under the U.S. Americans with Disabilities Act or similar legislation abroad.

**Wholesale Distribution Agreements** – related terms: reseller contracts, minimum order quantity. Contracts that govern the sale of fashion goods from a brand to third-party retailers, often stipulating pricing, branding guidelines, and territory restrictions. Online wholesale channels must align with brand-level pricing policies to avoid channel-conflict disputes.

**White-Labeling** – related terms: private label, OEM. The practice of selling products manufactured by a third party under a fashion brand’s own label. In e-commerce, white-label garments enable rapid catalog expansion, but contracts must address quality control, IP ownership of designs, and liability for defects.

**Wholesale Price Discount** – related terms: trade margin, price ladder. The reduction applied to the list price of fashion items when sold to retailers or distributors. Discount structures should be documented to prevent accusations of price discrimination and to comply with competition-law rules on resale price maintenance.

Wholesale Minimum Advertised Price (MAP) – related terms: price-floor enforcement, brand protection. A policy that limits how low a retailer can advertise a fashion product’s price, while still allowing the retailer to set the final sale price. Enforcement often involves monitoring online listings and issuing compliance notices to violators.

Wholesale Resale Rights – related terms: first-sale doctrine, secondary market. The right of a retailer or consumer to resell fashion items after purchase, subject to trademark restrictions on branding. Online resale platforms must ensure that listings do not infringe on brand trademarks or convey false authenticity claims.

Zero-Rating – related terms: carrier data plans, net neutrality. An arrangement where a mobile carrier does not count data used to access specific fashion apps or websites toward a consumer’s data cap. While promoting app usage, zero-rating may raise competition concerns if it favors certain platforms over others.

Zero-Sum Competition – related terms: market share, price wars. A scenario where gains for one fashion brand directly translate into losses for another, often observed in saturated online markets. Strategic pricing and differentiation become essential to avoid destructive price competition.

Zone Pricing – related terms: regional pricing, geographic segmentation. Setting different price points for fashion products based on the consumer’s location, reflecting shipping costs, taxes, and purchasing power. Zone pricing must be transparent to avoid accusations of price discrimination under consumer-protection laws.