

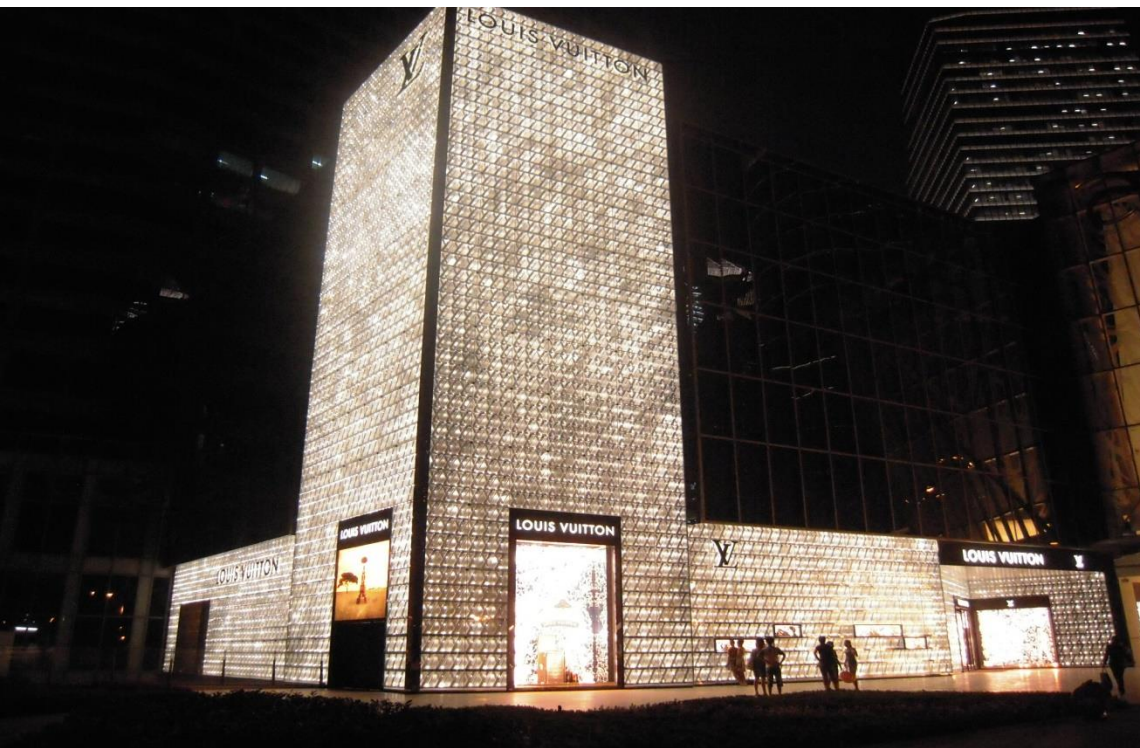
GARRIGUES

FashionTech: desafíos legales

Cristina Mesa Sánchez

Madrid, 12 de marzo de 2019





1.

omnicanalidad



2. big data



3.

Inteligencia artificial

GARRIGUES

SHARE

SHARE
142

TWEET



COMMENT



EMAIL

LOUISE MATSAKIS BUSINESS 03.01.19 07:17 PM

AMAZON WANTS BRANDS TO FIGHT FAKE PRODUCTS THEMSELVES



4.

falsificaciones



Meet Fashion's First Computer-Generated Influencer

5.

Influencers & social media

WHAT GOES AROUND COMES AROUND

THE FINEST LUXURY VINTAGE

NEW ARRIVALS SHOP BY BRAND ▾ BAGS ▾ JEWELRY & WATCHES ▾ ACCESSORIES ▾ WOMEN ▾ MEN ▾ HOME ▾

Home > Shop By Brand > Chanel

COLOR

- Beige (6) ☐
- Black (118) ☐
- Blue (21) ☐
- Brown (14) ☐
- Colorless (1) ☐
- Cream (1) ☐



BRAND

- Chanel (368) ☐

Product Name ▾

418 items found

- 1
- 2
- 3
- 4
- 5
- ▶



CHANEL
BLACK SHEARLING BOY MEDIUM



CHANEL
BEIGE QUILTED LAMBSKIN CLASSIC



CHANEL
BLACK QUILTED LAMBSKIN FULL FLAP

6.

c2c

GARRIGUES

¡Gracias!

