## **Law for food and fashion**

## Prof. Luca Lionello; Prof. Ida Palombella; Prof. Marianna Vanuzzo

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of this course is to provide students with a basic understanding of food and fashion law from a European and international perspective.

*Knowledge and understanding*

The first two modules of this course will help the students to develop some fundamental legal skills, which are preparatory to the full understanding of food and fashion law. Students will comprehend the role of law in the contemporary society, learn some basic legal knowledge in the field of both public and private law and acquire the main legal categories of critical thinking. Particular attention will be paid to the EU legal order, which provides the most relevant sources of fashion and food law.

The final modules of the course aim to make students aware of the main legal issues affecting the food and fashion industry. The latter will be considered from a practical perspective through the analysis of some relevant case studies.

*Applying knowledge and understanding*

At the end of this course, students will be familiar with proper legal vocabulary and acquire the necessary tools to understand and critically evaluate the main legal issues related to the fashion and food industries.

***COURSE CONTENT***

This course is structured in four modules: the first two modules will be devoted to introducing basic principles and concepts, which characterize the functioning of a legal system, as well as legal relationships between subjects; the final two modules will provide students with a specialized knowledge in the field of fashion and food law.

*Introduction to law* (20 hours)

The first module of the course will provide the students with a general introduction to law and the legal system, focusing on:

1) sources of law;

2) public and private law;

3) rights, freedoms and obligations;

4) adjudication;

5) selected issues.

*EU Law* (20 hours)

The second module of the course will offer an insight into the law of the European Union, covering the following topics:

1) introduction to the EU legal order;

2) EU institutional framework;

3) EU sources of law;

4) EU law and domestic law;

5) selected issues of EU law.

*Fashion Law* (20 hours)

The third module of the course will provide the students with a general understanding of the main legal issues pertaining to the fashion industry, in particular:

1. international and EU principles of intellectual property law;
2. most relevant Italian and foreign case law;
3. digitalization of the fashion sector
4. copyright and image rights;
5. communication/advertising best practices and relevant contracts (e.g. testimonial agreements, influencer agreements, service agreements with media companies);
6. sustainable fashion as a major trend in the industry.

*Food Law* (20 hours)

The last module of the course will analyse some of the main legal issues characterizing the food industry, in particular:

1. principles of food law and the role of EFSA (European food safety Authority);
2. the EU farm to fork strategy and the One Health approach;
3. risk assessment and risk management;
4. food authorisations and innovations in the EU food industry;
5. selected issues of EU food law.

***READING LIST***

Students will be required to prepare on their notes as well as on the reading materials which will be uploaded on the *Blackboard* page of the course.

***TEACHING METHOD***

Classes will be held traditionally, with the help of powerpoint presentations. The active participation of students will be encouraged through discussions and case-studies.

***ASSESSMENT METHOD AND CRITERIA***

The final exam will be written. Students will also be offered the opportunity to try a mid-term examination.

***NOTES AND PREREQUISITES***

*Place and time of consultation hours*

Prof. Lionello: see Faculty Personal Page.

Prof. Palombella: see Faculty Personal Page.

Prof. Marianna Vanuzzo: see Faculty Personal Page.