It Bags & Tribal Blankets

Or: Why Traditional Cultural Expressions Need to be Protected
Cult Gaia Ark Bamboo Handbag
Michelle Williams's Bag Will Be *Everywhere* This Summer—Here's How to Buy It Now
Jessica Alba Just Wore the Bag With a Cult Following

by REESE SWANBERG
Rosie Huntington-Whitley's Cult Gaia bag is back in stock #rosiehuntingtonwhiteley
Shopping info at www.starstyle....
instagram.com/p/BU-Hs9BBmHz/
designdschungel Summer on my mind❤️
#designdschungelgoescapetown
#capetown #capetownlife #southafrica
#letsgosomewhere #summervibes
#summeroutfit #whitedress #cultgaia

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sassi994 😊😊😊
nessa_ptn Sonnenschein 😞
jenny_me_So hübsch 😊😊
nua_organics_Love
zoeythomas_ Your style and feed is gorgeous 😍 love it!
fashionstylebyjohanna Du hübsche strahlemaus 😞
sincere_sally_model_search Hey Laura,❤️
We should collab together! DM @sincerelyboutique and let them know

4,387 likes
FEBRUARY 9

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Waiting on the bartender 🍸 | http://liketk.it/2ACo8
#liketkit @liketoknow.it

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cookiesandlipsticks Love that jumpsuit girl! 😊😊😊😊😊😊
mrs_emontano Love this look 😊😊
the.outfitter_ So pretty❤️❤️
herrliferulez Okayyy gorgeous 😍😍
fudodeals Check our page to find happy hours @fudodeals
prakash12334u4i4 😏😏from here
badnewsbritt Stylish AF❤️
thepinklemonblonde I love this place!
baumannncosmetic Love this look⭐️

947 likes
13 HOURS AGO

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Hey guys! Super random video BUT NONE THE LESS! Here’s the very Instagram’d Cult Gaia Ark Bag in all it’s glory. This video is part unboxing, part review, part what’s in my bag.
ENJOY~
An ‘It’ Bag Faces Its Imitators

Tal Noy carries a Cult Gaia bag during Tel Aviv Fashion Week. Christian Vierig/Getty Images
3D Trade Mark (Trade Dress)
Trade Dress

2 important requirements

1. Acquired Distinctiveness

2. Cannot be functional
The Coca-Cola Company (Delaware corporation)
310 North Ave. NW.
Atlanta, Ga. 30313

For: SOFT DRINKS, in CLASS 32 (U.S. CL. 45).
First use July 8, 1916; in commerce at least as early as
Sept. 1, 1916.
The mark consists of the three dimensional configuration
of the distinctive bottle as shown.
Owner of Reg. No. 696,147.


JOHN C. DEMOS, Examiner
TRADEMARK
PRINCIPAL REGISTER

HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION (DELAWARE CORPORATION)
4860 ROBB STREET, SUITE 204
WHEAT RIDGE, DE 80033

FOR: CANDY; CONFECTIONERY BITS FOR BAKING, IN CLASS 30 (U.S. CL. 46).
FIRST USE 7-26-1995; IN COMMERCE 7-26-1995.
OWNER OF U.S. REG. NOS. 1,986,822, 2,187,189 AND OTHERS.

SEC. 2(F).
PAUL F. GAST, EXAMINING ATTORNEY
Distinctive of a single trade source?
USPTO: Non-Distinctive

“Consumers are aware of Japanese bamboo half-moon shaped carrying-bags”

“Humans in Japan and the Japanese fishing industry needing a carryall for lunch have routinely utilized the style.”

“Applicant’s mark is merely an appropriation of a style of bag from the Japanese culture.”

“Merely reintroducing and training Americans on how to stylishly wear a traditional piece via social media is not sufficient for acquired distinctiveness and recognition as a source indicator for the goods.”
Etsy

Limbhad ★★★★★ (318)

**Bamboo bag, beach bag, handbag, summer bag, vintage bag, women bag, bag of sticks, wooden bag**

SGD 57.37 **SGD 63.75**
You save SGD 6.38 (10%)
Local taxes included (where applicable)

Free delivery with SGD 239.04 purchase from Limbhad

Add to basket

Rare find — there's only 1 of these in stock.

Overview

Vintage from before 2000
11. Jasmin Larian is not alone in capitalizing on the reproduction of the Classic Japanese Design for fashion purposes, as there are multiple third parties who have sold these identical bags into the United States since at least as early as the 1960’s through today, some of which are depicted below:
Mere publicity not determinative

“While the style may have been promoted as the new ‘it’ style for a season with high sales, coverage routinely highlights that the style is not new or distinct.”

“Beyond a cursory look at pages from the unseasoned fashion bloggers and ‘blogger babes of Instagram’; true industry insiders, cultural institutions, critics and readers pushed back at any distinctiveness of the bag, in particular *toting* its cultural roots and past trends by higher- and lower-end designers.”
I see these 1950s fan-shaped bamboo bags in vintage stores all the time. They’re often called birdcage bags, and the going rate is usually around $50, though they’re usually in rickety shape from being decades old. Lots of them even come with some kind of fabric lining to keep the secrets of its contents from being exposed to the world. It’s a lovely style, adding architectural structure to a breezy spring outfit, and I’ve often admired them, so I was thrilled to find a brand-new version online made by the brand Vintga that costs only $40.

I know what you’re thinking — that it’s a Cult Gaia knockoff. The brand’s adorable bamboo Ark bag was introduced in 2016 and became the hottest summer bag of 2017; it’s also more than a hundred dollars, which is not expensive for a handbag, necessarily, but certainly more than the bamboo bags cost on Etsy. And while Cult Gaia has become proprietary over the design of the bag, the truth is that it’s actually existed for quite some time (and for much less than $158).
A modern minimalist bamboo bag

Cult Gaia’s Ark design evokes classic Japanese picnic bags from the 1940s

Cult Gaia bamboo Gaia’s Ark bag, $118 (also available in larger size) | Image: Andy Barter
Description

This handbag, made entirely of bamboo, is a reproduction of a classic Japanese bag featuring a single compartment interior for all your daily essentials.

Why We Chose This

A traditional Japanese lunch bag has been reinterpreted into a contemporary handbag, changing the expectations of what a clutch can look like — and be made out of. The bamboo material is extremely durable and lightweight.
USTPO: Registration Refused

“While it is clear that applicant received recent notoriety for its current reiteration of the known cultural bag, the product is not distinctive.”

“To be clear, again, the style is not new. The record is unclear and silent as to what registrable elements applicant’s believes to have added to or differentiated from the original styles to create a source indicator for the goods.”
PARIS — Kim Jones has started his new role as men’s style director at Louis Vuitton with a mission: to embrace, via the luxury label’s travel history, the craft and culture of Africa.

The vivid red and purple-blue of Masai blankets are a striking new take on the famous LV Damier check. And the classic squares also are given a splotchy water-color look and texture for both shirts and scarves.
CAMILLA MAASAI MOSH RECTANGULAR V NECK KAFTAN

The magic and beauty of exotic African culture converge together with this exclusive CAMILLA Maasai Mosh print. In a relaxed fit, the luxurious fluid silk crepe fabrication and hand embellished crystals make this number a free-spirited wardrobe essential.
We’re anti-shoe.
We’re anti-boot. We’re anti-sandal. And we’re definitely anti-flip flop. In fact, we’re anti anything that doesn’t defend your back against the corrosive power of hard, flat surfaces. We’re anti anything that doesn’t improve your posture. We’re anti anything that doesn’t protect your knees or tone your muscles just by standing there. Actually, we’re anti anything that doesn’t change your life for the better. But something you can wear on your feet that can do all of that? Now that we can get behind.
MAASAI
01 MARS 2019
LE BIKINI
“LIONS CAN RUN FASTER THAN US, BUT WE CAN RUN FARTHER”.

MAASAI TRIBE
Maasai IP Initiative (MIPI)

• License Use of the “Maasai” name & signature Maasai style

• Gain consensus within the community on appropriate usage

• Distributing funds

• Projection: USD 10 million in annual license fees
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