

## LEGAL PUBLISHING: “FASHION MADE ME DO IT”

An unemployed worker with unlimited free time and access to a personal computer is a simple recipe to start something new.

That was me back in 2012, pondering my next move, when I had an epiphany—a blog. While surfing the internet for inspiration, *Simply Kim* was born. It was a personal blog where I could discuss my interests, including fashion. As I expanded my search engine research, my results began to yield blogs and articles that joined my favorite interest and academic attainment: fashion and law. One blog that captured my attention was *Counterfeit Chic*, not just because of the name, but the person behind the blog, Attorney Susan Scafidi, the pioneer of the fashion law field and fashion law blog. It was at that moment that I changed the trajectory of my blog.



The first several posts were published under *Simply Kim*; however, that shifted when I created the legal blog entitled, *The Style of the Case*™, dedicated to fashion legal news. To be clear, I was only writing the case name as the headline and short blurbs with links to other articles and PDFs of legal documents. Because of my strong affinity for fashion and fashion brands, the blurbs turned into real legal news articles.

The articles have been viewed by students and professionals, which gives me a sense of accomplishment. Even though I didn't have many followers when I started, as a legal information professional, I was creating a digital body of work useful for a specific community.

As I continued to add content, I came across an article where Robin Givhan, the first fashion writer to win the Pulitzer Prize for Criticism, stated she “didn't follow bloggers.” Now granted, she referenced the bloggers who reviewed and gave opinions on fashion shows, but that criticism made me rethink the whole blog concept. Therefore, in 2015, I introduced the print matter, *The Fashion Law Report*, the first three issues are now housed in the International Library of Fashion Research in Oslo, Norway.

Watch out Senator John Kennedy, you may have to read a printed matter with the foldability of the iconic J. Crew Catalog to help in your decision-making.

*Note: The Style of the Case™ and The Fashion Law Report™ are on hold at this time.*

**Kimareanna “Kim” Ross; Monroe, Louisiana**

READ MORE POSTS