

# Look-alikes in Textiles and Apparel

## Bombay Dyeing Sues Pantaloon

Soon after the Ritu Kumar case, Bombay Dyeing – a textile major, upon noticing close resemblance of Pantaloon's *Beautycale* product brand with their popular bedsheet brand *Beaucalé*, filed a case in the court of law against Pantaloon. The court reportedly granted *ex parte* order and appointed a receiver. The court receiver is verifying the facts and is expected to submit his report to the Court in about two weeks. Though Bombay Dyeing claims that the font, colour combinations and the label of their popular brand

has been copied and the product sold by Pantaloon through its retail outlets 'Big Bazar' at Thane and Mulund with packaging clearly indicating the product as manufactured and marketed by Pantaloon, yet Pantaloon says, had the issue been brought to the company's notice, it may well have considered Bombay Dyeing's request to remove the product off its shelves and added that the product was being manufactured by a vendor who sold it under the 'Beautycale' label and hence Pantaloon had nothing to do with the issue.