

How One Counterfeit Can Undo a Fashion Brand's Sustainability Record

As Copenhagen Fashion Week opens, Axencis warns that a fake of a sustainable design is the least-regulated product in the category, sold under the brand's name.

LONDON, ENGLAND, UNITED KINGDOM, August 3, 2026 /EINPresswire.com/ -- A shopper who buys a counterfeit thinking it's a sustainable brand's product isn't getting a cheaper version - they're getting the most environmentally damaging one. As Copenhagen Fashion Week opens the autumn season, brand-protection firm Axencis says that paradox is the blind spot in fashion's sustainability push.

Counterfeiting is a \$467 billion global trade, with clothing, footwear and accessories among the most-targeted categories (OECD and EUIPO, 2025). A fake carries a brand's name and design but none of its supply chain - typically made in unregulated facilities, with no oversight of dyes, materials or waste. Every counterfeit sold in a brand's name is unregulated manufacturing wearing that brand's sustainability story.

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"A fake isn't a cheaper version of a sustainable product - it's the opposite of one. Same logo, none of the standards," said Alex Wrexford, author of *The Takedown*, who writes on counterfeit enforcement. "The greener a brand goes, the more a counterfeit has to hide."

Axencis argues that design enforcement belongs inside a brand's sustainability program, not a separate legal silo. A label can control every factory it owns and still have its designs reproduced at scale with none of those controls -

unless it enforces.

Axencis coordinates enforcement across trademark, copyright and platform channels, with [human-verified takedowns](#) and legal escalation through Schedule A cases.



Axencis Brand Protection Services

About Axencis

Axencis is a [brand protection](#) and IP enforcement company specializing in human-verified takedowns, legal enforcement through Schedule A cases, and financial recovery from counterfeit operations. It serves brands across fashion, automotive, consumer electronics, and licensed merchandise.

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The Counterfeit Blind Spot in Sustainable Fashion

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