

## Fashion and Luxury Brands

From designer fashion houses to iconic luxury brands, we keep you on trend.

Industry disruption and transformation. New technology. Increasing focus on sustainability. The Hogan Lovells Fashion and Luxury Team has our finger on the pulse of current market conditions and the issues you face.

Our team advises many of the world's most renowned fashion and luxury labels – from luxury goods manufacturers to influential fashion houses. We advise brands that have become household names, as well as niche retailers and startups focused on transforming their respective categories in powerful ways.

We know the world of fashion and luxury, and we've got you covered.

### Representative experience

Advised a U.S. luxury goods company on the termination of various European distributor and agency agreements, including settlement negotiations.

Advised Pandora on a wide range of IP, e-commerce, and data privacy matters as well as handling its anti-counterfeiting program in Hong Kong and China.

Advised Neil Lane on a complex series of transactions, including various sales and licensing arrangements.

Advising Gucci on its joint venture with Al Tayer Group in the UAE.

### Contacts

Meryl Rosen Bernstein,  
Washington, D.C.

Sahira Khwaja,  
London

Imtiaz Shah,  
Dubai

Luigi Mansani,  
Milan

Eugene Low,  
Hong Kong

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### Industries

Consumer

Advised an international leader in the fragrance and fashion sector in a collective redundancy plan concerning a worldwide famous fragrance brand.

Advised a British fashion house in respect of allegations of copyright infringement in various jurisdictions by a designer in connection with garments from their Spring/Summer Collection.

Advised top luxury brands on the adoption of QR code, RFID and other similar technologies such as Bluetooth to track visitors' shopping preference, length of stay and mood as well as analyze the traffic of boutiques.

Advising Ahmed Seddiqui & Sons, UAE's leading retailer of luxury watches and jewelry, on its joint venture with WatchBox, the world's leading platform for buying, selling, and trading pre-owned luxury watches.

Advised a well-known fashion house on an IP dispute against a Spanish competitor selling bags and shoes which seem to be infringing products of the client's IP rights.

Advising Sotheby's on U.S. e-commerce law, drafting customer facing terms and conditions, and guiding through arrangements with providers of goods and services as they launch an e-commerce platform.

Advising an American luxury fashion house on the hiring of high-level executives and designers for, including negotiating and drafting unique executive agreements and contentious employment litigation in Paris.

Advised Jumei International Holding Limited (NYSE: JMEI), a Chinese-based fashion and lifestyle solutions provider, as U.S. legal counsel on its approximately US\$130 million going-private transaction.

## Latest thinking and events

### Sponsorships and Speaking Engagements

Luxury Law Summit - Americas

### Hogan Lovells Publications

A review of MAC Clauses in a COVID-19 Climate in Japan

### Press Releases

Hogan Lovells advises firms in Italy's new luxury production pole

### News

Higher Regional Court of Karlsruhe: Links hidden as "tap tags" are to be labelled as advertising

### Webinar

Influencer Snapshot webinar series: Influencers around the world

### Hogan Lovells Publications

Doing business – Consumer sector