




FASHION, LUXURY AND LIFESTYLE FACT SHEET



The fashion, luxury and lifestyle markets continue to evolve at a rapid pace. They are now at the forefront of cutting edge technology, leading the rest of the retail world in new and innovative ways to interact with and relate to customers.

 This firm gives an incredibly personal service to clients - it always has your best interests at heart.

[Chambers UK](#)

Penningtons Manches is a specialist in the fashion, luxury and lifestyle spaces, delivering commercial solutions to some of the foremost international brands. Through our detailed understanding of each market, we are able to provide flawless and tailored advice in your language, not ours.

Our team takes the view that it works alongside you, in your industry, rather than working within the legal profession. You will find us at your trade fairs and fashion shows all over the world, which ensures we see and hear how your industry is evolving and changing.

Our multi-disciplinary group acts for the entire spectrum of corporates, from entrepreneurial start-up businesses to international fashion houses and jewellers. Recognised within the industry as leaders in their field, and ranked highly by both *Chambers UK* and *The Legal 500*, our lawyers provide guidance day in, day out, on a broad cross-section of matters affecting fashion, luxury and lifestyle clients.

As the UK is one of the global centres for fashion and luxury goods as well as innovative lifestyle products, we are ideally placed to work with you to develop and grow your business. Whether this involves protecting your brand and designs, assisting with investment rounds, negotiating the best deal on your UK property, or ensuring that your e-commerce platform complies with the relevant rules and regulations, we offer comprehensive, hands-on support.

FASHION, LUXURY AND LIFESTYLE EXPERTISE AT A GLANCE

- acquisition and sale of businesses
- data protection compliance
- employee relations issues
- establishing selective distribution networks
- financing
- global licensing of brands
- international franchising
- new product launches
- real estate portfolio management
- social media advertising and enforcement
- trade mark and design protection of new products



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RECENT WORK HIGHLIGHTS

- advising an international luxury footwear business when copycat designs were sold in multiple jurisdictions. We negotiated a global settlement, involving significant damages from the other party, without the need for formal proceedings
- representing a Swiss watch brand in relation to the unauthorised use of its trade marks by a third party in both an online and print advertising campaign
- advising on the restructuring and sale of a well-known fashion brand to a private equity house including new bank facilities
- negotiating investment terms for funding by a well-known retail private investor in a new womenswear fashion brand
- advising on LMA based banking facilities for a number of retailers
- drafting a selective distribution agreement for an eyewear brand
- providing data protection advice to a leading luxury e-tailer
- working with an international retailer on its IT procurement project which included overseeing over 30 agreements with a number of parties
- negotiating senior management employment contracts for a worldwide accessories brand
- protecting the copyright in a print owned by a luxury British fashion house. We led the settlement negotiations in all the jurisdictions which were involved
- drafting website terms and conditions for a barefoot running company and advising on the launch of an e-commerce platform
- acting for a luxury menswear brand on the termination of a fragrance licence and the negotiation of a new licence, requiring extensive industry and international licensing knowledge

WHAT PEOPLE SAY ABOUT US

■ They really understand our industry and that helps us achieve what we need to without having to explain how the fashion world works.

[CFO, fast growing designer womenswear brand](#)

■ Matt Martin and his corporate team are simply outstanding in respect of advice, business acumen, work ethic, innovation and on-time delivery.

[CEO, international fashion retailer](#)

■ Penningtons Manches' team really understands retail issues. Their advice is always highly practical and the team is very friendly and accessible.

[HR manager, luxury furniture manufacturer](#)

■ Clients rate Penningtons Manches for its 'excellent service'.

[The Legal 500](#)

■ Works with fashion brands across the retail spectrum. Complementary strength in handling transaction work for clients in the sector.

[Chambers UK](#)

■ *The Legal 500* has described Rachael Barber as 'the best design right litigator in the business' and *Chambers UK* credits her as having extensive 'knowledge of the retail sector'.

FIND OUT MORE

For further information on our fashion, luxury and lifestyle team, visit us at www.penningtons.co.uk where you will find comprehensive contact details for all our lawyers as well as our latest news and publications. Alternatively, e-mail us at info@penningtons.co.uk