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## Fashion & Luxury

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Leading luxury brands and high-street fashion icons turn to us to help them exploit and protect both new and established brands. They also trust us with their most strategic and sensitive matters from M&A through to real estate.

Our client list speaks for itself, from Diesel, Barbour and Levi Strauss to Stella McCartney, Burberry, Donna Karan, and Hugo Boss. Our specialists are recognised experts in the field who are regularly asked to speak or comment on industry issues. Through our partnership with London's Centre for Fashion Enterprise, we have contributed to the development of many British rising fashion brands including Erdem and Mary Katrantzou.

We advise on all areas of law but are particularly renowned for our advice in the following areas:



**Brand protection & IP:** our top ranked IP practice regularly handles international trade mark portfolios, and advises on IP strategy, design right protection and cross-border litigation.



**Corporate & M&A:** our award winning Corporate team regularly advise on the sale and purchase of Fashion & Luxury brands. We are consistently ranked the top firm for European M&A.



**Real estate:** with a highly regarded real estate team, we support Fashion & Luxury retailers on all areas of property requirements including disputes.



**eCommerce:** we advise on issues from compliance with distance selling regulations, to use of digital cash, social media, and building new web offerings.



**Franchising:** our BFA accredited franchising practice advises brands on complex international franchising and licensing relationships, as well as franchising litigation.



**New market entry:** we help brands grow internationally, using the deep local expertise of our global network to guide them on the issues and challenges they face entering new jurisdictions.



## Some highlights of our experience

### J.Crew

On protecting the brand's trade mark rights in the UK and also across the wider EU.

### Dune

Preferred advisor on all IP matters including on a number of claims relating to registered and unregistered design right infringement.

### Thomas Pink

On its international franchising arrangements including in China.

### French Connection

On the sale of its majority stake in fashion and homeware label Toast to Danish fashion group Bestseller United.

### White Stuff

On all aspects of IP defence and enforcement across Europe, as well as on financing, commercial, corporate, employee and employee share scheme matters.

### Pepe Jeans/Hackett

On the management of its global trade mark portfolio in over 140 countries

### J. Barbour & Sons Ltd

On launching the Barbour brand into China, involving franchising, licensing and distribution elements, on the launch of the Barbour fragrance and related trade mark matters.

### Yoox Net-A-Porter Group

On the English law aspects of its joint venture with Symphony Investments to create the Middle East's undisputed leader for online luxury retail.

### Radley's management

On the MBO of the British accessories brand by Bregal Freshstream from majority shareholder Exponent Private Equity.

### New Balance

The athletic footwear brand on competition law issues, the rollout of their retail stores in the UK and on ecommerce matters.

### A casual wear designer

On the roll out of their e-commerce operations across Europe.

### Pentland Brands

The brand management company involved in the sports, outdoor and fashion markets on the sale of No Ordinary Shoes Limited and No Ordinary Shoes LLC, the licencees of the Ted Baker footwear business to fashion retailer Ted Baker.

## Get in touch



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