

Fashion and Luxury Brands

Helping acquire new brands and taking them global. Finding the right premises or launching a flagship store. Protecting unique identities and stopping copycats and counterfeits. The fashion and luxury brands team at Hogan Lovells tracks the latest trends so that you can stay on top of your business.

Securing the face of a SS/AW campaign or launching your latest advertising campaign. Understanding the value of social media, an online presence, or supporting new ventures into wearable tech. Whatever your needs, we help from start-up to global recognition.

Our clients range from instantly recognizable global brands to the rising stars of tomorrow, who we support through our relationship with the London College of Fashion.

Representative experience

Advising major fashion brand regarding long-term distribution agreements in Europe.

Ongoing representation of women's fashion e-commerce company on global trademark prosecution.

Represented celebrity jeweler on intellectual property matters in connection with sale of brand.

Conducted e-commerce review for large fashion house's U.S. e-commerce operations for brands' online sales and social media channels.

Advised Burberry on its iconic check trademark across Asia.

Contacts

Sahira Khwaja,
London

Meryl Rosen Bernstein,
Washington, D.C.

Industries

Consumer

Advised Belstaff in relation to its agreement with global brand ambassador David Beckham.

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

Advised Estee Lauder on the relocation of their Ireland and UK head office. The biggest single pre let in London's West End for 7 years.

Latest thinking and events

Hogan Lovells Publications

Trending topics in retail and fashion

Hogan Lovells Publications

The holiday shopping rush is here – Eight things retailers need to know this season

Consumer Alert

Hogan Lovells Publications

Influencer Snapshot: Getting a handle on social media influencers

Press Releases

Hogan Lovells advises Ahmed Seddiqi & Sons on their joint venture with Watchbox

Hogan Lovells Events

Asia IP webinar series: Use it or lose it? Trademark non-use cancellation proceedings

Events

New York: Global Trademark Seminar & Total Brand Care Online Platform Experience