

## Retail and Consumer Goods

The global retail and consumer goods team at Hogan Lovells works with the world's most recognized brands. We advise businesses at every level — from business restructuring to marketing, distribution, and operations. We understand the complexities behind e-commerce, privacy, data transfer, mobile payments, and real estate law.

Our lawyers know the market conditions and the issues and challenges you face. From initial planning to opening and running stores and online shops across the globe, we can help make your venture a success no matter where you are.

We know traditional retail businesses and e-tailers. We also work with institutional investors investing in retail businesses and retail-related commercial real estate, and project developers and banks operating in the retail sector.

### Representative experience

Advised a global retailer in relation to dawn raids by the Italian tax authorities and the seizure the client's products for alleged non-compliant product labeling and packaging.

Representing a Fortune 500 lifestyle apparel company in its global compliance issues.

Advising a global retail company on employment agreements, employee and HR policies/ standard terms and conditions as part of a wider due diligence exercise.

Arranging supply and distribution agreement on behalf of our client, Fast Retailing, with respect to brick-and-mortar and

### Contacts

Meryl Rosen Bernstein,  
Washington, D.C.

Sahira Khwaja,  
London

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### Industries

Consumer

online sales of J Brand Jeans in various geographies worldwide.

Advised a video games manufacturer on the launch, marketing, and distribution of various hardware and software products, and on major outsourcing deals.

Advised Estee Lauder on the relocation of their European headquarters in London.

## Latest thinking and events

### 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

### Sponsorships and Speaking Engagements

15th International Insolvency & Restructuring Symposium

### 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