

Bird & Bird

Employment Expertise in Retail & Consumer

Bird & Bird's International HR Services Group has a team of experts who provide specialist advice to clients across the retail & consumer sector.

We understand that each client has a range of different needs. Our specialist retail & consumer sector knowledge means we are able to provide our employment clients with advice on all types of issues specific to the sector.

We advise on all employment matters, including:

- Employment status / casual labour arrangements
- Day to day advisory work – recruitment, terminations and everything in between
- Business immigration
- Incentives and benefits (including minimum wage and tipping issues)
- Grievances, policies and contractual documentation
- Parental and family-friendly rights
- Conduct and resolution of employment claims including high value and complex discrimination and whistleblowing claims

- Enforcement of confidentiality and post-termination obligations
- Restructuring and redundancy
- TUPE / Acquired Rights Directive matters
- Senior executive and board level severances
- Trade union and collective employment issues
- Legislative changes including how to deal with holiday pay and gender pay gap reporting

We are flexible in our approach and are able to provide "helpline" style advice or more in-depth guidance when required.

Our International HR Services Group comprises more than 100 lawyers across 19 jurisdictions in our offices across Europe, the Middle East and Asia-Pacific. In those jurisdictions where we do not have offices, we have developed strong working relationships with trusted local law firms. This means we have the international footprint to cover issues arising wherever you are located.



"They are prepared to change their approach, so nothing is static. They are prepared to listen to what the drivers are for the company and be responsive to that."

Chambers UK, 2015

Examples of our work in the retail & consumer sector include:



Global Online Marketplace

Carrying out a global handbook review for an internationally renowned online marketplace



Diner Chain & Fashion House

Advising a well-known diner chain and a fashion house on senior level terminations



US Apparel Manufacturer

Advising a US-headquartered multinational apparel manufacturer on a major workforce restructure involving 17 countries.



Gourmet Food Company

Advising a gourmet food company on post-employment competition / trade secrets issues.



Spa and Wellness Provider

Advising a well-known spa and wellness provider on terminations, grievances and TUPE provisions in a commercial agreement with a major department store chain.



Online Fashion Retailer

Advising an online high fashion retailer on day to day business immigration matters.



US Retail Corporation

Successfully defending a US retail corporation against a large number of claims of race discrimination by an employee. This case established the legal precedent that multiple awards of costs can be awarded by a tribunal in the same proceedings.

Flexibility on fees

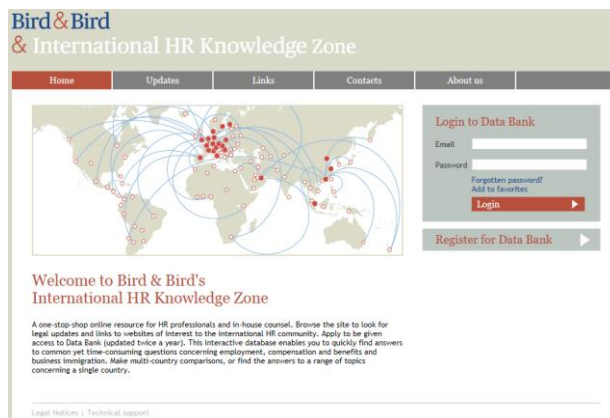
We pride ourselves on giving our clients transparency and certainty as to their legal spend and we have sophisticated financial reporting tools to support this. We are flexible with fee arrangements and increasingly moving away from the traditional hourly rate model to tailored fee structures.

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Value-add services



We offer a number of value-added services to our clients, including the International HR Knowledge Zone. This is an easily accessible online resource where you can find answers to common yet time-consuming questions faced by HR professionals and in-house counsel working in international businesses.

Our team

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