

Bird & Bird

Retail & Consumer



Bird & Bird's international Retail & Consumer group works with a wide range of luxury, fashion & retail brands and food & beverage businesses.

Working with consumer-facing businesses

We advise some of the world's best-known brands, as well as start-up businesses and IT services and solutions providers. We provide our clients with strategically appropriate solutions to help guide them through all stages of the product and brand lifecycle.

Industry experts

Many of our Retail & Consumer lawyers have worked in-house, and therefore have an in-depth understanding of key opportunities and challenges in the sector. They write and lecture widely on key legal and regulatory issues impacting the sector. Several are involved in advising legislators on how best to deal with these issues.

We work with our clients to ensure they are maximising the opportunities and reducing the risks inherent in today's and tomorrow's retail and consumer trends, such as the impact of technology and innovation, globalisation, rapidly changing consumer purchasing patterns, the power and value of consumer data and the importance of maintaining brand reputation.

A one-stop-shop for Retail & Consumer businesses

We form longstanding relationships with our clients due to our ability to provide a seamless service across all legal disciplines and international markets.

As an international full service law firm, Bird & Bird acts as a one-stop-shop for all of our consumer-facing clients' legal needs, including.

- Anti-trust and competition
- Consumer law, including advertising, marketing and promotions
- Corporate, including M&A and shareholder-related advice
- Dispute resolution and avoidance, including international litigation and arbitration
- Technology, e-commerce and m-commerce advice
- Domestic and global brand management
- Franchising, licensing, distribution, agency, wholesale, concessions and multi-channel strategies
- HR, employment and benefit services
- Intellectual property, including brand protection, patent and design protection
- Information and cyber security
- Privacy & data protection
- Real estate
- Tax, transfer pricing & shareholder tax planning

Food & Beverage

We work with clients across the food & beverage sector from 'field to fork', including agro-science and bio-tech companies, processors, manufacturers, supply chain logistics companies and distributors, through to supermarkets, restaurants, cafes and bars.

We advise our food & beverage clients on a full range of issues, from research and development; production, processing and brewing; packaging, bottling and labelling; through to employee issues; advertising and marketing; international expansion; brand diversification; supply chain, logistics and distribution; the use and impact of technology; labelling and regulatory compliance; and dispute resolution and avoidance.



A snapshot of our experience working with Food & Beverage clients

- Advising on a range of financing deals, as well as reorganisations, joint ventures and acquisitions
- Implementing the corporate structure of international restaurant chains
- Advising on domestic and international distribution and franchising strategies
- Advising on brewing and bottling agreements
- Assisting in obtaining regulatory approvals for new products, liaising with national regulators and agencies, including the European Food Safety Authority
- Advising on regulatory requirements in respect of labelling and packaging rules
- Advising on IP matters, including trade mark and copyright issues
- Advising on enforcement issues, including in "lookalike" litigation
- Advising on brand expansion strategies
- Updating online terms and conditions, privacy policies and cookie notices across multiple jurisdictions
- Advising on terms of competitions and sponsorship matters
- Advising on post-employment competition and trade secret issues
- Advising on new market entry and development

Luxury, Fashion & Retail

We advise some of the world's best known fashion, retail and luxury goods brands across apparel, accessories, cosmetics and fragrance. Our clients include established retailers, exciting start-ups, SMEs, and individual designers.

We support our luxury, fashion and retail clients from the design stage through to manufacturing, distribution and retailing; privacy and data protection; e-commerce; m-commerce; social media; the use and impact of disruptive technologies; supply chain logistics; outsourcing; HR; advertising, marketing and promotions; and how to avoid, handle and manage disputes.

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A snapshot of our experience working with Luxury, Fashion & Retail clients

- Managing international brand and trade mark portfolios
- Advising on new design and copyright infringement matters, including design filing
- Assisting on international IP enforcement cases
- Advising on international bricks and mortar, concession, distribution and e-commerce expansion strategies
- Advising on the restructure of multi-channel distribution networks and entry into new markets
- Advising on contractual arrangements for the development and implementation of e-commerce platforms
- Advising on the integration of e-commerce and international distribution channels
- Acting in relation to a range of product liability cases
- Advising on franchisee dispute avoidance and resolution
- Advising on data protection compliance in relation to the processing of customers' personal data and employee data
- Advising on the data protection implications of customer loyalty cards and marketing initiatives

Get in touch

We have Retail & Consumer experts in each of our international offices. For further information, please contact our Head of Group, Mark Abell:

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"They give clear explanations of the procedure and have wide cross-border capabilities...They're all excellent lawyers and great drafters; thorough but concise."

Chambers UK 2016, Retail