

Bird & Bird

Luxury, Fashion & Retail



Bird & Bird's international Retail & Consumer group works with a wide range of luxury, fashion & retail organisations, including some of the world's best known brands as well as start-up businesses.

Industry experts

Many of our luxury, fashion & retail lawyers have worked in-house, and therefore have an in-depth understanding of the key opportunities and challenges in the sector. They write and lecture widely on key legal and regulatory issues impacting the sector, and 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 current industry trends, such as the impact of technology and innovation, globalisation, shifting consumer purchasing patterns, the power of consumer data and the importance of maintaining brand reputation.

A one-stop-shop for luxury, fashion & retail businesses

We provide our clients with strategically appropriate solutions to help guide them through all stages of the product and brand lifecycle.

As an international full service law firm, Bird & Bird acts as a one-stop-shop for all of our luxury, fashion & retail 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



Our experience

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.



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

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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

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