

# Bird & Bird

## Retail & Consumer

*An overview of our international expertise*



# Bird & Bird & a full service offering for the Retail & Consumer sector

**Graeme Payne**

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Consumer

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*"The team has been able to provide us with consistently even-handed, commercially astute advice as we have worked to build our brand locally and internationally, while navigating disputes which go with the work."*

Legal 500



At Bird & Bird we understand retail and consumer brands. We support businesses across sectors including food & beverage, luxury, fashion & retail, hotels, hospitality & leisure, and wellness. Our industry knowledge is unparalleled and we work flexibly and creatively, as your needs dictate. We find that businesses in one sector often benefit from our knowledge and experience in another. Like you, we benefit from exchanging ideas and thinking differently.

Many of our Retail & Consumer lawyers have worked in-house, and therefore have an in-depth understanding of key opportunities and challenges facing our clients. We work with retail and consumer-facing businesses to ensure they are maximising the opportunities and reducing the risks inherent in current and future industry trends, such as the impact of technology, globalisation, rapidly changing consumer purchasing patterns, the power of consumer data and the importance of maintaining brand reputation. A key component of our sector team is our international Consumer Law group, which provides a bespoke B2C solution that is compliant with local regulations and accords with market practice in all your target markets. The team advises on all aspects of online and offline consumer laws, often supporting clients in highly regulated markets. If you would like further information about our Consumer Law group, please visit our [webpage](#) or request a [brochure](#).

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our latest  
industry updates!

*"Bird & Bird's team is an asset  
to work with – always ahead  
of the curve and providing  
clear, concise, jargon-free  
information. Compared to  
other firms, we have always  
preferred their seamless and  
progressive style."  
Legal 500*

# Experts in the Retail & Consumer sector

## Working with you

Your products, services and, ultimately, your brand are your most valuable assets. They convey identity, ethos and value. However, reputation is fragile and consumer loyalty, whilst hard won, is easily lost. Consumer brands need to maximise commercial opportunities but protect against risk.

Increasingly savvy consumers expect ethical and sustainable supply chains and a seamless omni-channel experience, combined with a highly personalised level of service and brand interaction. The reality of the online world means your business has global reach. You constantly need to innovate to meet consumer demands and maximise your growth potential.

We can identify the challenges and help you overcome them. We understand the opportunities and help you realise them.

*"The firm offers genuine expertise and knowledge as well as a superb range of offices across the EU and elsewhere, which means we often only need to deal with one firm for a multi-jurisdictional project."*

Chambers & Partners

## An international team

We advise some of the world's best-known brands, as well as start-up businesses, providing strategically appropriate solutions through all stages of the product and brand lifecycle.

With more than 1,300 lawyers and legal practitioners across a worldwide network of 29 offices in Europe, APAC and the Middle East, Bird & Bird can support your business, wherever you are in the world.

We regularly work with consumer-facing businesses on cross-border projects and are used to supporting clients as they enter new markets. We provide a reliable and experienced set of hands to help you navigate regional laws and cultural differences across multiple jurisdictions.

## A one stop shop

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 our consumer-facing clients' legal needs:

Competition

Consumer  
law

Advertising,  
marketing &  
promotions

Corporate,  
M&A &  
private  
equity

Tech,  
eCommerce  
&  
mCommerce

Dispute  
resolution &  
avoidance

Franchising,  
distribution &  
multi-channel  
strategies

HR,  
employment  
and  
immigration

Intellectual  
property

Brand  
management

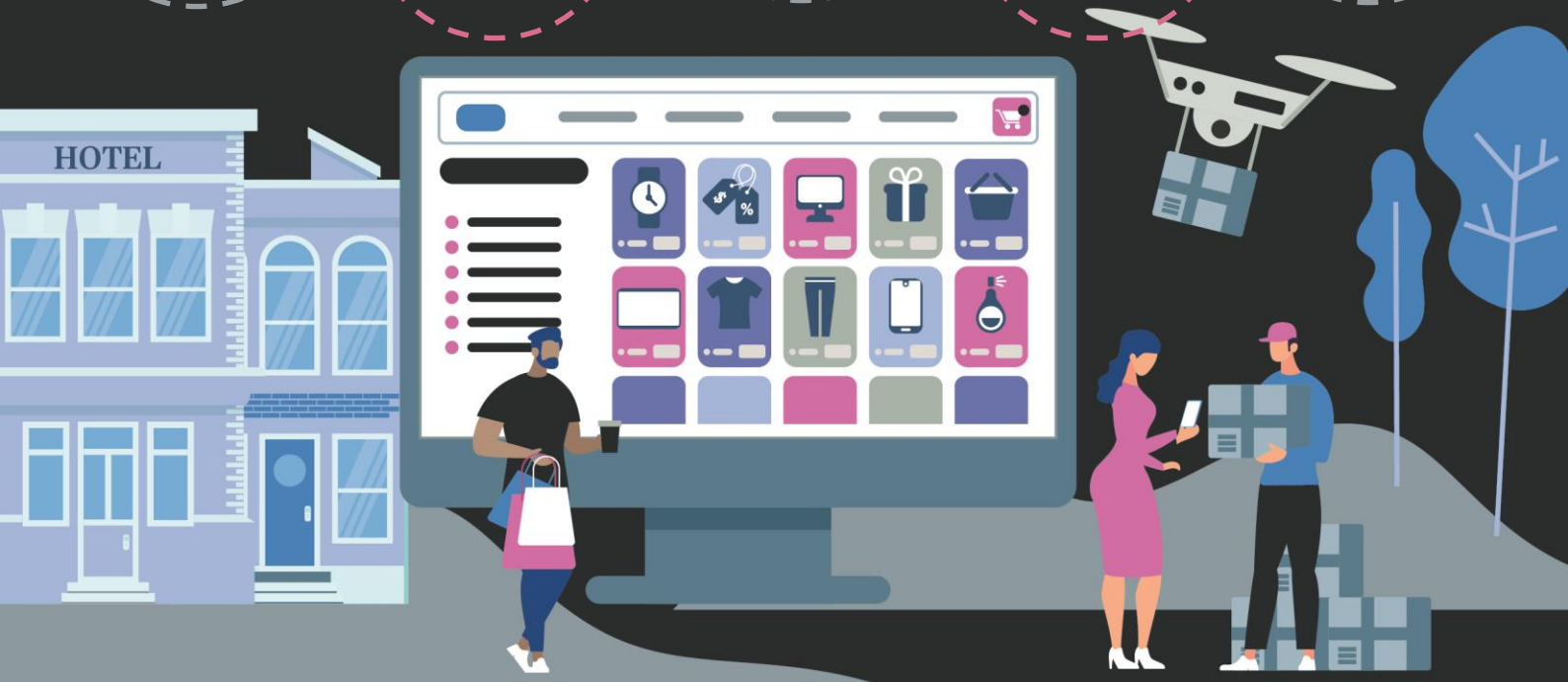
Information  
& cyber  
security

Privacy &  
data  
protection

Tax &  
transfer  
planning

Real estate

Financing



# Food & Beverage

Whether you're a grower, manufacturer, distributor, restaurant, supermarket, marketplace or delivery provider, food & beverage businesses are being met with constant change.

At Bird & Bird we guide and support you at all stages of your business journey. You get an expert team with a deep understanding of the food & beverage industry, eager to address your challenges and help identify the opportunities.

You get protection you can rely on with responsive support when you need it, be it during plain sailing or a crisis. We talk in plain language and work to deliver simple, practical solutions to complex situations.

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.

Whatever your role in the food & beverage industry, we share your passion and drive to meet your challenges and realise the opportunities.

## ***Our clients include:***

AB InBev	Monster Energy
AMC Fresh	Nando's
Costa	Olam
Danone	PizzaExpress
Five Guys	Suntory
Just Eat	Yum!



## ***A snapshot of our experience:***

- 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, including liaising with national regulators and agencies such as 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
- Advising on dispute avoidance and resolution
- Updating online terms and conditions, privacy policies and cookie notices across multiple jurisdictions
- Conducting website compliance audits
- Advising on multi-jurisdiction direct-to-consumer compliance programmes
- Advising on advertising and marketing regulations
- Advising on B2B and B2C technology agreements
- Advising on terms of competitions and sponsorship
- Advising on post-employment competition and trade secret issues
- Advising on new market entry and development





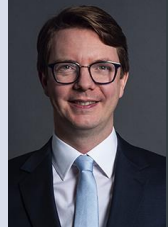
Food & Beverage & an  
evolving regulatory  
landscape & ethical  
production & food  
labelling & supply chain  
management & workforce  
needs & harnessing data  
& delivering the ultimate  
consumer experience

Nicolas Carbonnelle

Food & Beverage Group Lead

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# Luxury, Fashion & Retail

There's never been a better time for retail businesses to innovate, but business agility shouldn't jeopardise brand integrity or consumer experience. To stay ahead, you need foresight as well as insight.

At Bird & Bird, our understanding of the luxury, fashion & retail sector comes from decades of working with businesses like yours, helping them to navigate growth and survive challenging market conditions.

We pride ourselves on thinking differently about legal issues as they exist in a real life, commercial context. Our global network of lawyers can advise on all aspects of consumer law, commercial agreements, data protection, intellectual property and product compliance. We provide your business with seamlessly integrated legal support which is flexible and responsive to your business needs.

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

We're as keen as you are to grapple with the myriad of issues your business faces every day and help find practical solutions to your complex questions, whatever part of the retail industry you're in.

## ***Our clients include:***

Aesop	Marks & Spencer
Fabergé	Mattel
Huda Beauty	Monica Vinader
IKEA	Tempur Sealy
Kao Corporation	TK Maxx
Made.com	WD-40



## ***A snapshot of our experience:***

- Managing international trade mark and design portfolios
- Assisting on national and international IP enforcement cases
- Advising on different laws and regulations governing influencer marketing and social media communication across the globe
- Advising on international bricks and mortar, concession, distribution and eCommerce 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 eCommerce platforms
- Advising on the integration of eCommerce and international distribution channels
- Conducting website compliance audits
- Advising on advertising and marketing regulations
- Advising on B2B and B2C technology agreements
- Acting in relation to a range of product liability cases
- Advising on dispute avoidance and resolution
- Advising on data protection compliance in relation to the processing of customers' personal data (including customer loyalty cards and marketing initiatives) and employee data
- Advising on data breach, cyber security issues and remediation strategies
- Advising on multi-jurisdiction direct-to-consumer compliance programmes



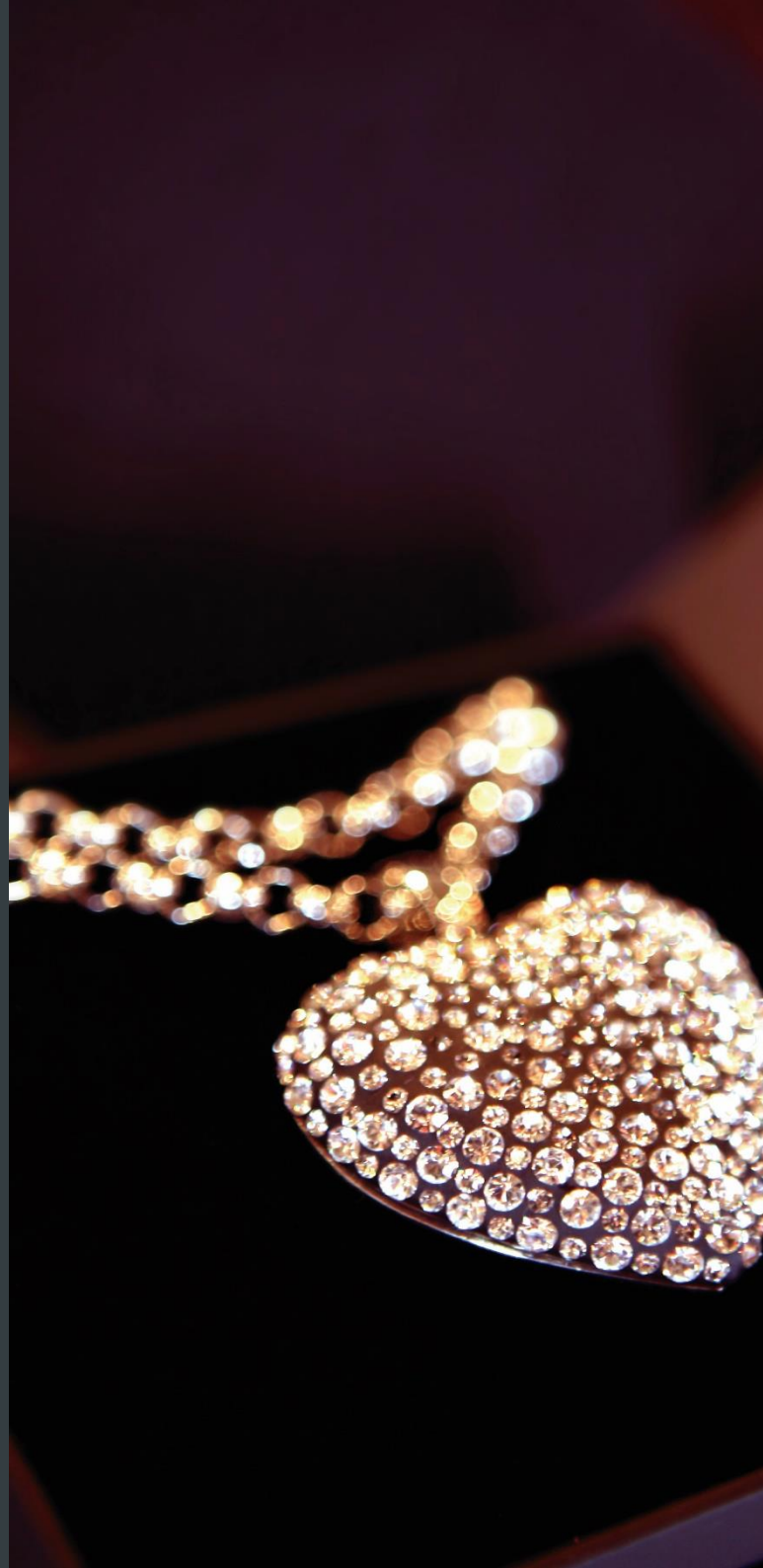
Luxury & Fashion &  
Retail & tech innovations  
& customer loyalty &  
personalisation &  
harnessing data &  
protecting brand value &  
a sustainable supply  
chain & a seamless global  
consumer experience

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# Hotels, Hospitality & Leisure

At Bird & Bird, we have an industry-leading breadth of international expertise across the sector that sets us apart from our competitors.

Whether you are an owner, operator, investor, developer or funder, the depth of our legal know-how, combined with our commercial knowledge, is key to our approach in delivering your objectives.

Our dedicated team of hotel sector specialists sets us apart from our competitors, who often see hotel work as something else: an investment transaction; an M&A deal. Our practitioners have years of experience and are dedicated to understanding and working in the sector on a full-time basis.

We work with all types of hotels from budget to luxury, including boutique and lifestyle hotels, short and long-stay accommodation and serviced apartments. We also work with other types of businesses in the wider hospitality, leisure and travel sectors, such as motorway service stations, food & beverage brands, wellness businesses and online travel agencies.

We know how unique and complex the development of your business is. Working with us will help you on that journey.

## ***Our clients include:***

Aareal Bank	Cadogan Estates
Aman Resorts	Fosun Tourism
Ascott Group	Melco Resorts
Banyan Tree	Moto Hospitality
Booking.com	Premier Inn
Compass Group	Santander



## ***A snapshot of our experience:***

- Advising on global branding and trade mark protection strategies
- Advising on the entry, expansion and roll-out of hotel networks internationally
- Advising on all aspects of acquisitions and joint venture arrangements, including structure, regulatory implications, corporate and commercial issues and international financing
- Advising on franchising contracts
- Advising on hotel management and development agreements
- Advising on hotel lease agreements
- Advising lenders and owners on hotel debt financing arrangements
- Advising on data sharing arrangements
- Conducting website compliance audits
- Advising on advertising and marketing regulations
- Advising on B2B and B2C technology agreements
- Advising on agreements for facility hire
- Advising on dispute avoidance and resolution, including in relation to the performance of service agreements
- Advising on sponsorship agreements, merchandise-license agreements, ticketing agreements and media-partner agreements



Hotels & Hospitality &  
Leisure & shifting  
consumer expectations &  
international brand  
recognition & improved  
sustainability practices &  
investment opportunities  
& emerging technologies  
& providing a  
personalised hospitality  
service

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