

Fashion, Luxury Goods, and Retail

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arentfox.com/fashion

Areas of Focus

- › Advertising, Data Collection, and Privacy
- › Real Estate and Leasing
- › Labor and Employment
- › Public Accommodations
- › Intellectual Property
- › Class Action Defense
- › Regulatory, Recall, and Prop 65
- › International Corporate, Importation, and Immigration



Arent Fox is one of the premier US law firms representing fashion and design houses, apparel manufacturers and retailers, and luxury goods companies. Our attorneys act as outside general counsel and regulatory and retail counsel for a number of well known designer brands such as Lacoste, Diesel, Hugo Boss, Fila, and The Limited Brands, providing advice on all aspects of the business at every phase of a product's lifecycle, beginning with the creation of a design and continuing through to marketing and distribution of the product.

Rankings

BEST LAW FIRMS

Trademark and Copyright Practices Recognized in 2012 Edition of *US News – Best Lawyers “Best Law Firms”* Publication

PREMIER TRADEMARK FIRM

Named One of the Two Premier Trademark Firms in Washington, DC in the Inaugural and Second Editions of *World Trademark Review 1000*

CHAMBERS GLOBAL 2012

Recognized in *Chambers Global 2012* for Intellectual Property: USA, Colombia, Trademark, Copyright & Trade Secrets

CHAMBERS USA 2012

Intellectual Property Practice Nominated for 2012 *Chambers USA Awards for Excellence*

LEGAL 500 2011

Recognized in *The Legal 500 2011* for Intellectual Property: Trademarks (Non-Contentious)





In an increasingly globalized and Internet-based world, designers and retailers of fashion and luxury products face unique challenges, making it especially important to retain versatile legal counsel who understand the issues specific to this fast-paced and constantly evolving industry.

Arent Fox has extensive experience in the areas of retail and online distribution, branding, labeling and advertising as well as licensing, anti-counterfeiting, grey market goods, and compliance with import/export and customs requirements. We represent clients in complex commercial and employment litigation and disputes, including defense of class actions. We also advise on business formation and structuring, joint ventures and franchise relationships, and mergers and acquisitions. Additionally, we counsel clients in the areas of executive compensation, employee benefits, compliance with employment and labor laws as well as real estate and retail leasing.

We combine intellectual property skill and experience with broad capabilities in the retail, real estate, corporate and commercial law areas to design individually tailored strategies to further the goals of our clients and help them protect, grow and exploit their specialty brands.

While many law firms represent fashion and luxury brand companies, Arent Fox is one of the few firms that focus on assisting these companies in all of their daily legal needs.

Our Attorneys have represented some of the most famous names in the industry

- > Benetton
- > Geox
- > Sisley
- > Peek & Cloppenburg
- > Camper
- > LVMH
- > BCBG
- > Max Mara
- > Escada
- > Abercrombie & Fitch
- > Just Cavalli
- > Maison Martin Margiela
- > Viktor & Rolf
- > DSquared
- > The Fashion Institute of Design and Merchandising
- > Personal Care Products Council
- > Jimmy Choo

About Arent Fox LLP

Arent Fox LLP prides itself on being a full service law firm that assists clients with a wide range of matters. Strategically located in Washington, DC, New York, and Los Angeles, our team of experienced attorneys work seamlessly to handle any legal concern affecting your world. Arent Fox is a recognized leader in many practice areas including real estate, government relations, labor and employment law, intellectual property, sports/entertainment, white collar, tax, bankruptcy, international trade, and complex litigation. The firm represents a wide range of clients which include *Fortune 500* companies, government agencies, trade associations, and small businesses. Arent Fox is dedicated to pro bono service; our attorneys work tirelessly to serve not only our clients but our community.

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