

fashion

overview

- **what we offer**

The fashion industry is a global phenomenon, with an international language understood by millions of people. Fashion can define who you are or want to be. Make no mistake, it has a powerful voice.

Fashion houses, suppliers, distributors, agents and retailers all face unique challenges. Short and ever-changing product life-cycles, the rise in importance of the Internet in retailing, counterfeit goods and unfair competition are just some of the pressures. Legal mechanisms which protect and encourage business growth are vital. We provide a cradle to grave service for the protection of your brand.

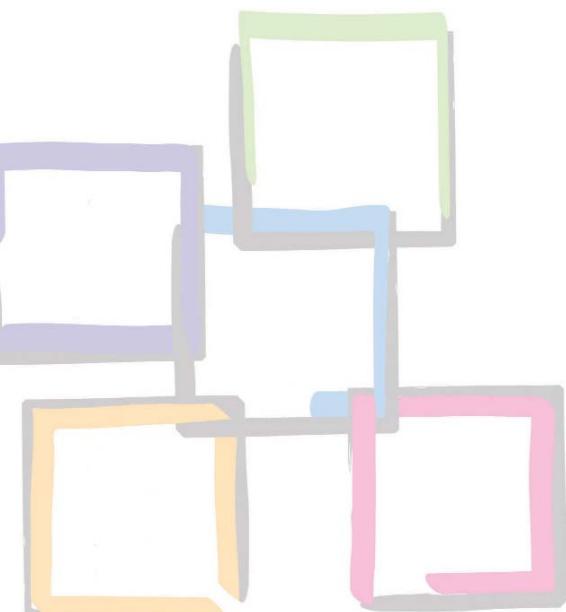
We are in tune with the seasonal nature of your business, the intensive efforts directed towards forward-selling periods and the importance of international trade fairs for product promotion. We also know how quickly rumour spreads within the industry and we act decisively to preserve the confidentiality of our clients and their business issues.

Chambers UK is an independent legal guide used by in-house counsel and purchasers of legal services. It ranks solicitors and barristers in over 60 specialist areas of law. In mentioning the fashion law group it comments,

“Led by Stephen Sidkin, the cross-departmental team of lawyers is a one-stop shop encompassing challenges that face fashion houses, suppliers and distributors, agents and retailers. On offer is expertise on counterfeiting and unfair competition amongst others.”

***Fox Williams LLP
provides top-quality
legal, commercial and
strategic advice from
people dedicated to
understanding you
and your business
needs***

***Clients benefit from
using lawyers who
have a thorough
knowledge of the
fashion industry and
its nuances***



We focus on understanding your business and becoming an integral part of your team

We are passionate about the commercial issues that concern you – acquiring the business on the right terms, getting your products to customers and protecting what makes your business distinctive

● our expertise

Your business is unique because of its intellectual property: it needs protection and exploitation. We advise on copyright, designs, passing-off, and trade marks as well as database rights and trade secrets. These rights are only some of the mission critical assets in the fashion industry. Just as important are your trading arrangements, contracts, customer databases and information technology systems. Survival may depend on effective protection of these assets. We have a specialist expertise in intellectual property dispute resolution, whether it is online or on the High Street.

To get your products to customers may require a number of commercial agreements as you enter into a series of business relationships. We have specialist expertise on distributorship, agency and supply agreements. We know the tricks behind conditions of sale. Our clients also benefit from our advice on concession and franchise agreements.

If you are considering an acquisition of a fashion business, come and talk to our corporate team who have wide expertise of this industry. We also advise on shareholder agreements, group reorganisations and corporate governance matters. Location is important to fashion retailers. We will help you acquire the right commercial property, as well as with the management of your property portfolio and leasing arrangements.

We can advise on and create employment contracts and staff policies, as well as deliver quick and effective action for any employment difficulties. And, if a manufacturing, distribution or retailing dispute develops, our dispute resolution services are at your disposal.

• **our clients**

Fox Williams has an international client base, covering multi-national corporations, quoted companies, financial institutions, PLCs, large private family companies, and individual entrepreneurs.

In the fashion industry, we act for brand-owners and manufacturers, as well as suppliers, agents, distributors and retailers.

Some of the brands for whom we publicly act are:

Addict	John Smedley
Daks	Johnstons
Emreco	Naturana
Firetrap	Suspel
Hi-Tec	Superdry

Many other clients instruct us on an undisclosed basis.



ADDICT

bfa
british footwear association

DAKS

EMRECO

JOHN SMEDLEY
MADE IN ENGLAND

NATURANA

surfco
california.



SUNSPEL

極度乾燥(しなさい)
Superdry.

TRESPASS

fashionlaw

Fox Williams LLP is a leading, independent business law firm based in the City of London

We offer a complete blend of industry expertise, know-how and market knowledge

● the team

The fashion law group is led by Stephen Sidkin and consists of lawyers drawn from our five main business groups:

- commerce & technology
- employment
- corporate
- property
- dispute resolution

contact



Stephen Sidkin

Partner

tel +44 (0)20 7614 2505

email sidkin@foxwilliams.com



Simon Bennett

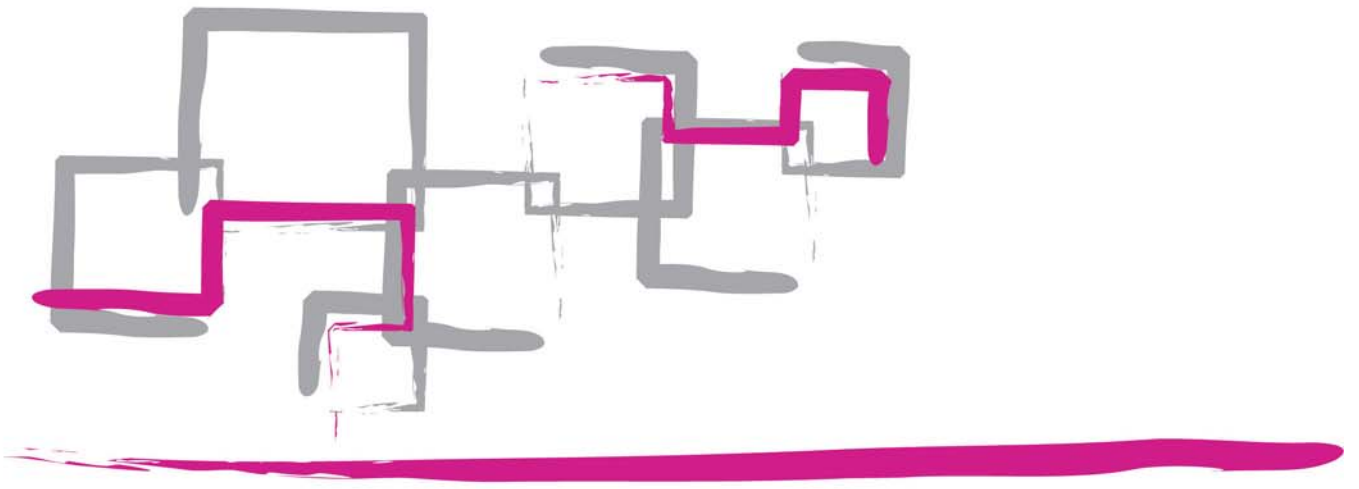
Partner

tel +44 (0)20 7614 2522

email sbennett@foxwilliams.com

Please note: this document is not and is not intended to be any form of legal advice or representation, and should not be relied on in this regard by the reader. If in doubt about any matter, please contact the team at Fox Williams for advice about your particular situation.

© Fox Williams LLP 2010 (fwfl.2.0)



Fox Williams LLP
Ten Dominion Street
London EC2M 2EE
T: +44 (0)20 7628 2000
F: +44 (0)20 7628 2100
mail@foxwilliams.com
www.foxwilliams.com