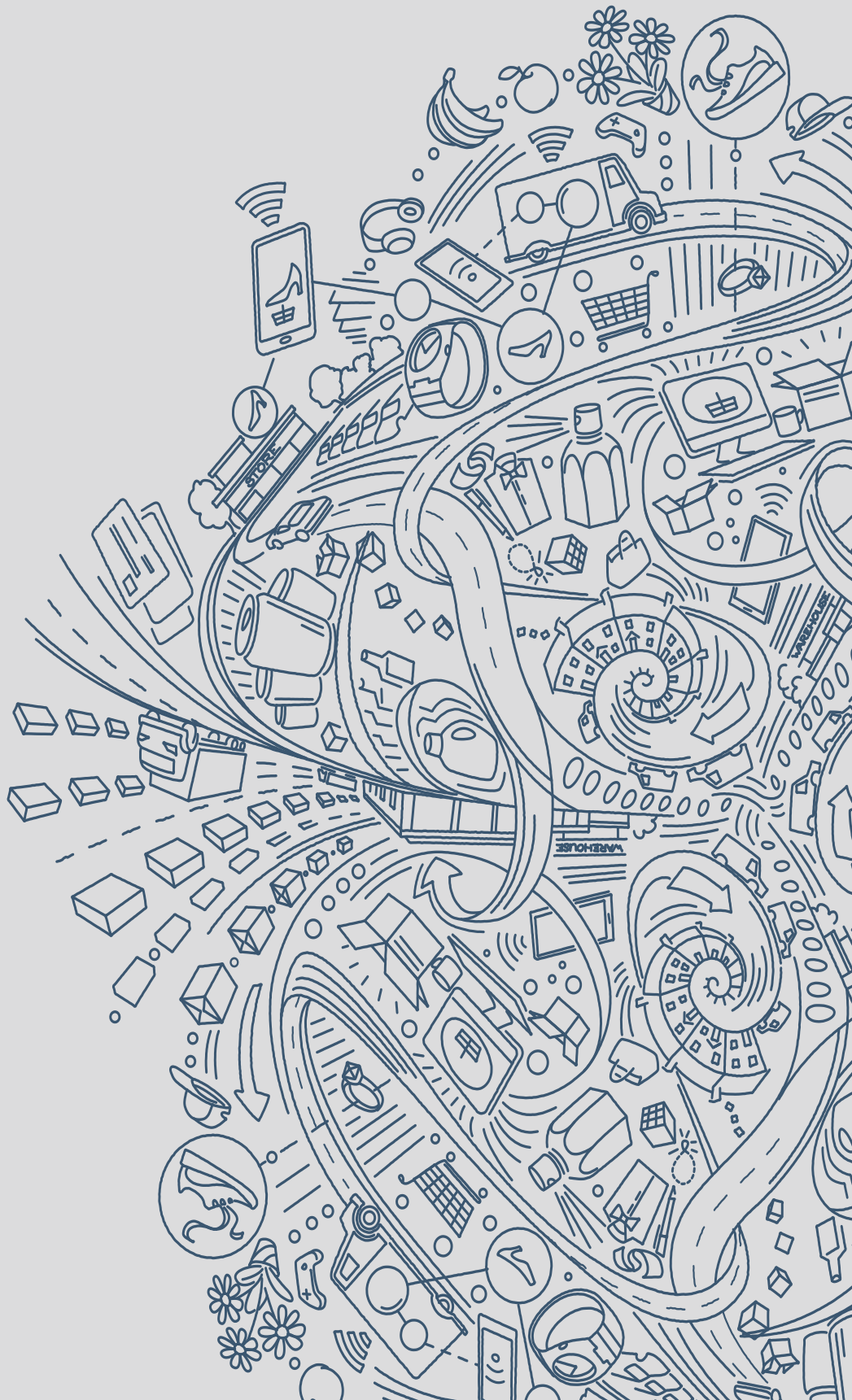
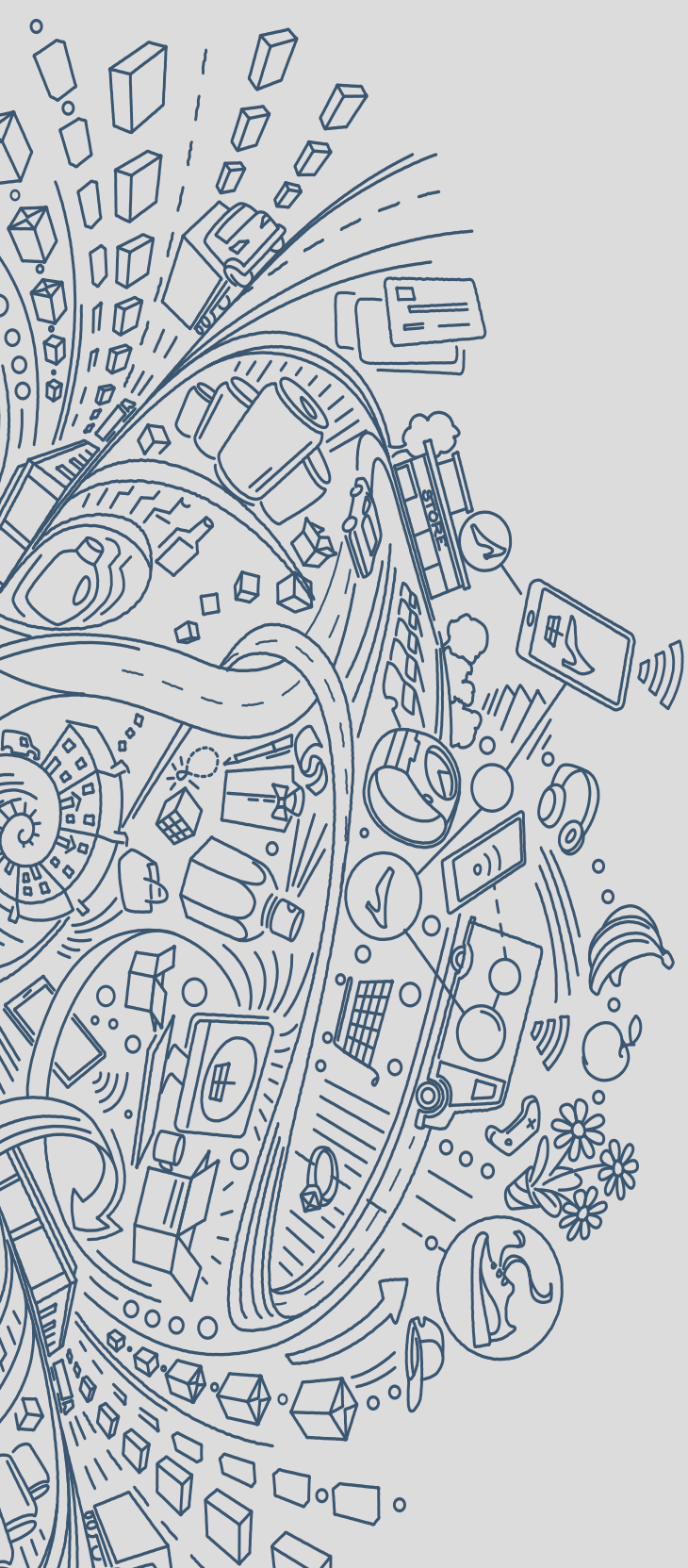


# FASHION & BEAUTY

# Credentials 2020





CFO, KURT GEIGER

Illustration: At the heart of retail by iSam Hadley

Conditions within the fashion and beauty retail sector have only become more challenging in 2020. Economic and political uncertainty caused by Brexit and the Covid-19 pandemic have piled high the pressure on those operating in this market to find workable solutions that meet consumer shifting demands whilst positively impacting the bottom line. Many trends that had already been in motion at the start of this year have now been accelerated; causing retailers to quickly re-assess their long term strategies and investment plans to adapt and realign their business operations as quickly as possible to better serve the consumer.

Online/offline: Fashion continues to retain the top spot for online sales accounting for around a quarter of the total fashion spend. Social media is a key driver of sales and awareness in this sector. Products and trends are seen first on platforms, such as Instagram, through a brand or retailer's home page or relationships with key influencers.

But that doesn't mean that bricks & mortar stores are a thing of the past, although the location and number of stores may be impacted as brands and retailers rationalise their property portfolios and introduce new store formats.

Our dedicated fashion team is here to help you navigate the challenges your business may face in the dynamic, brand-conscious fashion industry. Our specialists' knowledge of the key developments in this area means we can work with you to achieve your objectives and share insights from previous experience to reach a better end result.

# OUR CLIENTS INCLUDE

ADIDAS	BENENDEN HEALTHCARE	B&M	M&S	NATALIE ROCHE LTD	N BROWN GROUP
BOOHOO.COM	BULLDOG SKINCARE	COTY	OSCAR DE LE RENTA	PRIMARK	QUIZ CLOTHING
DEBEERS GROUP	DEWHIRST	GRACE COLE	PURE COLLECTION	PZ CUSSONS	RECKITT BENCKISER
JEMELLA	JD SPORTS	KURT GEIGER	REN SKINCARE	SLATERS MENSWEAR	TED BAKER
HARRODS	HOBBS	KICKERS INTERNATIONAL	THE HUT GROUP	THE WHITE COMPANY	

# THIS SEASON'S KEY TRENDS



## GIVING RETAIL REAL ESTATE A MAKEOVER

- The importance of creating innovative experiential focused in-store environments has never been greater, with bricks and mortar and online stores needing to deliver a seamless digital consumer experience.
- We help several retailers pro-actively manage their real estate portfolios including Hobbs and Primark. Retailers are continuously reviewing their store portfolio as they seek to optimise their physical outlets



## EVER-CHANGING WORKFORCE

- We are retained employment advisers to a numbers of leading retailers including boohoo.com, JD Sports and Primark
- In addition to employment tribunal and BAU contract work we've been advising fashion and beauty brands on the new gender and ethnicity pay gap regulations, , managing workforces during covid-19, the evolution of the new working normal, the status of workers in the 'gig economy' transparency in treatment of workforces, Brexit related immigration issues, national minimum wage (and living wage), and compliance with the apprenticeship levy.



## INTELLECTUAL PROPERTY: ALWAYS IN STYLE

- Intellectual property exists in many aspects of products. But if steps are not taken to protect them then brands can find themselves suddenly out of fashion and unable to take effective action
- We have advised a range of clients on matters relating to the design of clothing, the names of product ranges and packaging, including the shape of perfume bottles.



## SHARING THE LOVE: LOYALTY SCHEMES

- Building a relationship with customers beyond purchases has obvious benefits for any fashion or beauty brand especially when it comes to generating customer data
- The legal boundaries of acceptable data storage, data protection, data use and monetisation are still being defined and this is a place where our lawyers can add real value.



## STYLISH WAYS TO PAY

- No longer do you need to pull out a wallet, some plastic or even a phone - you can just as easily swipe a "wearable" such as a watch, the cuff of your tailored jacket or a clutch bag to make a payment
- We have one of the most experienced cross-disciplinary payment teams in the UK. We advise right across the payments value chain and have been involved in some of the most significant payments transactions in the last 10 years.



## WELL TAILORED CONTRACTS: THE COMPLETE PALETTE

- Our top ranked team has experience drafting and negotiating the full raft of commercial agreements required to support and expand your business
- We have substantial experience advising in respect of endorsement and sponsorship agreements, assisting in securing brands' partnerships with key "influencers".



## SUSTAINABILITY: GREEN IS THIS SEASON'S COLOUR

- Having a clear authentic and well executed ESG agenda is a business imperative for fashion and beauty businesses.
- Our team can help you navigate the challenges of meeting net zero targets - whether that's through including green terms in your contracts, introducing solar panels on your distribution warehouses or investing in green investments.



## FUNDING & ACQUISITION - GETTING THE DEAL DONE SEAMLESSLY

- Our expertise in M&A, private equity, equity capital markets and acquisition finance helps retailers raise finance to grow, refinance or restructure, or to undertake transformational acquisitions or disposals
- We have extensive experience advising business owners in this sector on a sale, from undertaking a legal healthcheck to ensure the business is presented in its most favourable light, to managing a seller-led auction process and negotiating the best terms.



## NEW OPPORTUNITIES, NEW CHALLENGES

- Fashion and beauty is a UK export success story as more businesses turn their attention away from a challenging home market to take their brands overseas
- With the changes arising from Brexit yet to be fully realised, the European market is uncertain - strong demographics and growing prosperity in emerging markets makes for a tantalising opportunity. Inevitably such an opportunity is matched by significant risk and unique challenges, needing clear visualisation and planning.



## SUPPLY CHAIN VIGILANCE AND TRANSPARENCY

- Brand owners and retailers are coming under increasing pressure to be fully transparent across their supply chain operations including in relation to modern slavery activity, treatment of workers, anti-bribery and corruption measures and sustainability/ environmental concerns
- Our team has expertise in addressing these issues and practical steps to minimise risk and limit exposure.



## SMOOTHING CONTOURS: MANAGING DISPUTES

- Fashion and beauty is a rapidly evolving sector with the potential for a variety of contractual disputes
- Our disputes team has real sector insight into Fashion and beauty, having acted for a wide range of sector clients to avoid litigation, manage costs, and when cases do go to trial, a track record of winning.



## PRODUCT LITIGATION, SAFETY & RECALL

- Whether you manufacture, supply or distribute fashion items and beauty products onto the market, or sell directly to consumers, your reputation as a business is inherently tied to your products
- Our team is ranked in Legal 500 and Chambers for Product Liability and we are trusted advisors to a number of major brand owners on all product safety / recall issues.



## PROTECTING INTEGRITY

- The ease with which confidential information can be unlawfully obtained is also a growing challenge for many businesses, which now face data theft and breaches, misuse of confidential information, cyber-attacks, leaks and data protection disputes
- Fashion and beauty brands tend to be high profile, which makes them newsworthy and therefore potential targets particularly where the information concerns sustainability and issues of modern slavery
- A social media presence is a key way to connect with customers but can leave brands vulnerable to negative comments, campaigns and Twitterstorms which spread like wildfire.



# OUR RETAIL AND CONSUMER COMMUNITY

At AG our clients and their teams are invited to be part of our sector community. As well as advising on key sector issues and their legal implications, we hold events, track key developments, provide regular know-how and views and connect our clients with each other. We want to be part of a community that shares challenges, problems, ideas and solutions.

## REGULAR TAILORED LEGAL UPDATES

We produce legal updates and bulletins tailored to the Retail & Consumer sector to keep you updated with any news and developments. Our Horizon Scanner is updated throughout the year in monthly newsletters as themes develop and emerge and market practice evolves. It also profiles our Digital and Payments capabilities: two critical differentiators for us.

## TRAINING AND KNOWHOW

Our clients tell us that we differentiate ourselves by the quality of the training we provide to their teams. We can provide bespoke sessions, tailored to you and your business objectives, or you can attend one of our virtual training sessions, webinars or round table discussions.

We host a regular Retail and Consumer Training Academy specifically aimed at lawyers in-house at dynamic retail businesses from paralegal to 5 years PQE. This combines soft skill training with sector focused technical training and shares challenges and approaches of working within the retail sector.

For more information, please check out our sector website:

[www.addleshawgoddard.com/  
retailandconsumer](http://www.addleshawgoddard.com/retailandconsumer)

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**THE WHOLE DELIVERY OF SERVICE WAS EXCELLENT FROM BEGINNING TO END. WE HAVE A VERY GOOD ONGOING RELATIONSHIP WITH ADDLESHAW GODDARD AND THEY KNOW US WELL AS A CLIENT, SO THEY WERE ABLE TO SUPPORT US JUST AS WE NEED.**

PZ Cussons



# EXPERTISE YOU CAN RELY ON



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**ADDLESHAW GODDARD HANDLES THE FULL SPECTRUM OF RETAIL WORK, LEVERAGING ITS FULL-SERVICE OFFERING AND NATIONAL OFFICE NETWORK TO ADVISE CLIENTS ON HIGH-END STRATEGIC MANDATES AS WELL AS BUSINESS-AS-USUAL ISSUE.**

Legal 500 2020

**PROBLEMS. POSSIBILITIES.  
COMPLEXITY. CLARITY.  
OBSTACLES. OPPORTUNITIES.  
THE DIFFERENCE IS IMAGINATION.**

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