

Luxury, Fashion & Retail

- We are one of the first law firms to have created a standalone global “Fashion and Luxury” industry group, grouping all lawyers that have specialized in this market to advise its key players.
- We held our inaugural Luxury & Fashion Industry Conference in New York, NY in September 2012, our second in Hong Kong in October 2013 and our most recent in London in October 2014. These full-day conferences brought together our experienced practitioners from around the world to explain what fashion and luxury goods companies need to know about the latest legal developments around the globe and provide tips for ensuring that strategies or investments are successful. At the most recent conference, Jayshree Gupta, a partner in our Dubai office, spoke about the importance of the Middle East as a region for this sector.

How we can help:

- **Real estate.** Advice on property matters such as real property leasing or transfer, co-location, construction or facilities improvement.
- **Distribution.** Advice on the structure and implementation of local or global distribution networks, from agency and open distribution networks to selective distribution and franchising.
- **Regulatory.** Local or multijurisdictional advice on regulatory requirements relevant to the movement of goods across borders.
- **Corporate.** Market entry and structuring; mergers and acquisitions; joint ventures; sponsorship agreements; advertising.
- **Employment.** Advice on all aspects of employment law, including reorganizations, collective bargaining issues, non-compete and confidentiality clauses, and outsourcing.
- **Dispute resolution.** Reputation management, product quality, liability and recall, defamation and consumer protection as well as corruption and bribery issues.
- **Intellectual property.** IP rights protection and enforcement, including global anti-piracy strategies and IP/tax approaches to increasing the value of intellectual property.
- **E-commerce, social media and data privacy.** Advice on transnational regulations relevant to online sales and marketing, as well as data and privacy protection.
- **Competition.** Transaction approvals; antitrust counseling and compliance; cartel investigations and defense; civil and criminal antitrust litigation; horizontal and vertical agreements; pricing issues; merger control.
- **Tax, transfer pricing, and customs.** Tax planning and execution covering local and internal tax structures; classification, valuation and origin advice; design, implementation, global and local transfer pricing documentation; defense of cross-border arm’s length pricing solutions between affiliated parties and multi-country Advanced Pricing Agreements.

What others say about us:

- Tier 1 - Middle East-wide, *Legal 500, 2015*
- Tier 1 - Corporate/M&A, KSA *Legal 500, 2016*
- Tier 1 - Corporate/M&A, Egypt *Legal 500, 2016*
- Tier 1 - Corporate/M&A, Turkey *Legal 500, 2016*
- Tier 1 - Corporate/M&A, Bahrain *Legal 500, 2016*



Representative Deals

LVMH Group

- Advised a group of companies on the respective restructuring of their distribution operations across the gulf co-operation council countries (including Louis Vuitton, Sephora, Chaumet, Fendi, DKNY and Louwe).

Abercrombie & Fitch

- Advised on its joint ventures in the United Arab Emirates and Kuwait to establish the Abercrombie and Hollister brands in the region.

Al Futtaim Group

- Advised on the acquisition of the entire share capital of Robinson & Co Ltd, the Singapore listed retailer which operates Robinsons, Marks & Spencer, River Island, Principles, Fat Face, John Little and Trucco in Singapore and Malaysia.

Al-Futtaim Group

- Advised on the USD 353 million acquisition of a strategic interest in RSH Limited, a leading pan-Asian marketer, distributor and retailer for sports, golf, active lifestyle and fashion products.

Fendi International

- Advised on a strategic three party joint venture in Qatar.

Estee Lauder

- Advised on its franchising, agency and distribution agreements across the GCC.

DKNY

- Advised on its franchising, agency and distribution agreements across the GCC.

Patchi

- Advised on the restructuring of its operations in the United Arab Emirates and the Kingdom of Saudi Arabia.

Cerruti 1881

- Successfully represented the client in a trademark dispute in the UAE with Paris Group LLC.

Al Yasra Fashion

- Advised on the restructuring of its operations across the UAE, Saudi Arabia, Kuwait, Qatar, Lebanon and Iraq.

Carlyle Group

- Advised on the acquisition of a 30% equity stake in Penti Group, Turkey's top retailer of women's clothing accessories.

Key Contacts



Zahi Younes
Partner, Dubai / Riyadh
+971 4 423 0070
zahi.younes
@bakermckenzie.com



Jayshree Gupta
Partner, Dubai
+9771 4 423 0040
jayshree.gupta
@bakermckenzie.com



Pietro De Libero
Partner, Dubai / Milan
+971 4 423 0053
pietro.delibero
@bakermckenzie.com



Tarek Saad
Counsel, Dubai
+971 4 423 0060
tarek.saad
@bakermckenzie.com



Mohamed Hamdy
Senior Associate, Dubai
+971 4 423 0013
mohamed.hamdy
@bakermckenzie.com

www.bakermckenzie.com