

2016 Luxury & Fashion Industry Conference

1 November 2016

Baker & McKenzie New York



2016 Luxury & Fashion Industry Conference

Managing a Digital Economy

Pam Church, New York

Sam Kramer, Chicago

Harry Valetk, New York

Teresa Michaud, San Francisco

Flavia Rebello, Sao Paulo

Francesca Gaudino, Milan



Technology trends in luxury and fashion

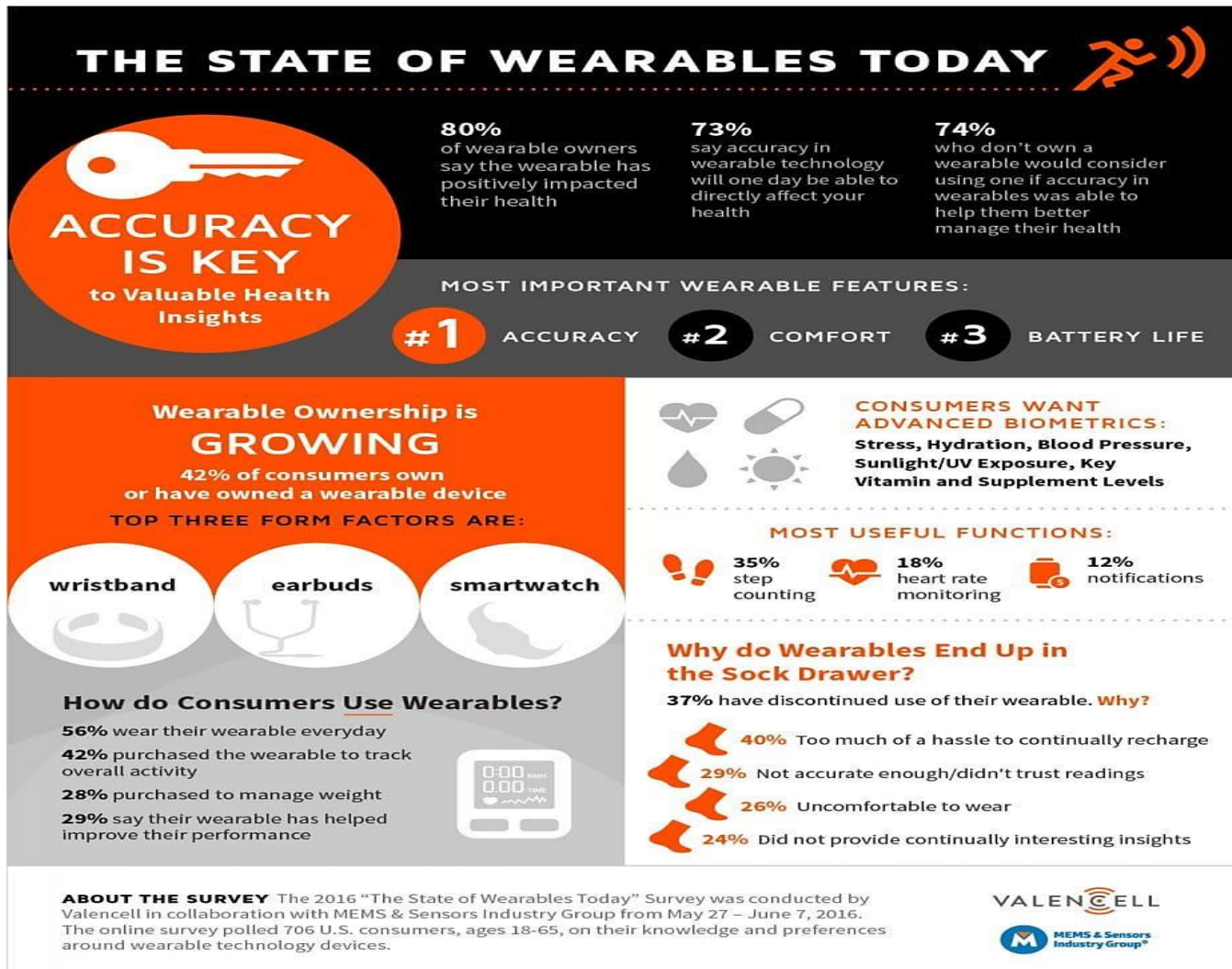


Technology Trends in Luxury and Fashion

- From wearables to 3D printing: New technologies in the luxury goods market
- Functional fashion: Development, maintenance and support
- Social media: Luxury & fashion and the role of influencers



Privacy and Data Security



Point of Sale Class Action Risks

— FACTA

- Risks renewed with EMV chips

— Gift Cards

- Expiration dates
- Escheat laws

— Loyalty Rewards Programs

- Contract with consumers
- Evidence for ascertainability

— Price Tags



Trends in Class Actions Targeting Retailers

— TCCWNA

- New Jersey
- Limitations of liability

— Auto-Renewal

- Disclosure

— Privacy Notifications

- Contracts
- Evidence

— Arbitration Agreements, Class Action Waivers



EU trends and developments

- GDPR: Need to know - Nice to know - Safe to ignore
- News from the privacy authorities
- Impact on L&F ecosystem
- Shopping list of *hot issues*
- Get prepared





**Consumer
Regulation**



**Money
Laundering**



**e-Commerce
Taxation**



Internet Law



Questions?

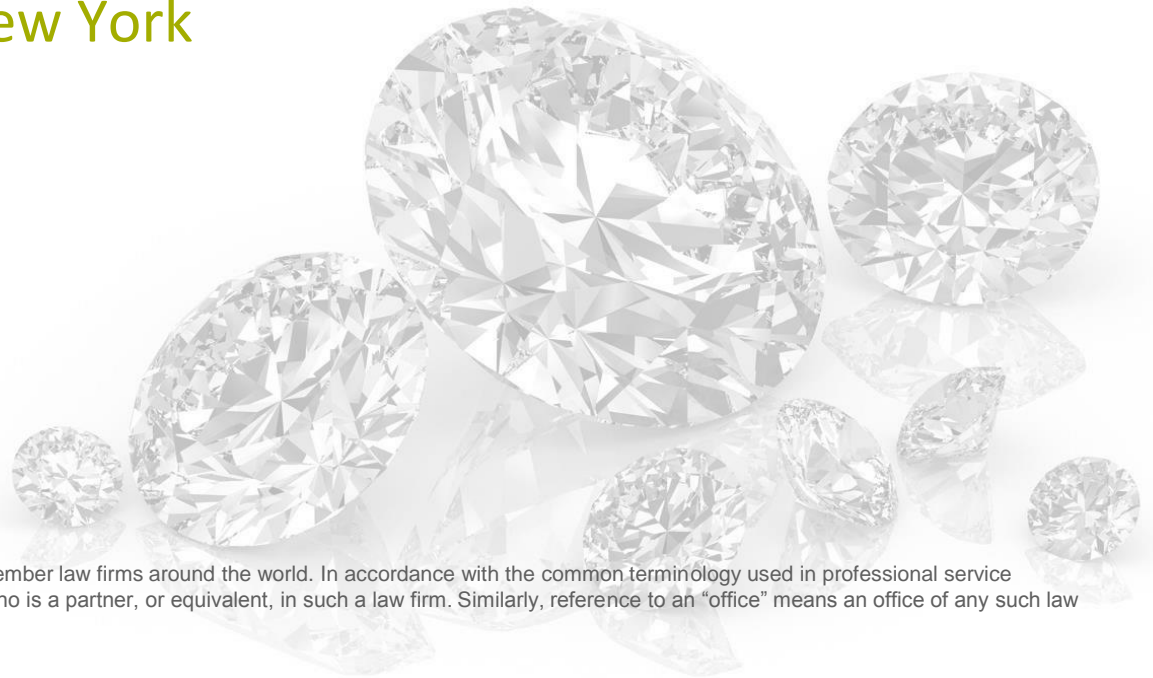


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THANK YOU!



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