

Fashion



'Sharing your flair for fashion'

Our Fashion Group

Our clients include designers, manufacturers, distributors, model agencies, retailers, photographers and models. We are involved from the creation of rights through to their ultimate distribution and exploitation. The Group works alongside clients as closely as possible so that we understand their commercial and legal requirements. By being so close to our clients we believe we have a better understanding of what they should do to protect their rights and exploit opportunities. We are unique in that we have a real understanding of the fashion industry and can offer wide-ranging experience and expertise to our clients. Some of our work includes:

Branding and Designs

Branding and protection of designs are key issues in the fashion industry. We can help with all aspects of your branding and marketing, particularly before a show or launch. Registering your brands and sub-brands as trademarks in jurisdictions where you operate or manufacture/distribute your goods makes policing your brand easier. It also adds value to your business. We recommend that you protect the evolving stages of your designs before showing them, whether to manufacturers or customers, and can advise you on how best to do so. We can also register garments and products as registered designs in the UK, Europe and worldwide with our network of filing agents.

Brand Enforcement and Anti-counterfeiting

Counterfeit goods, brand dilution and infringement constitute a massive global business. For manufacturing or subcontracting work abroad, you need agreements that protect your brand and secure your rights against others. If your rights are being infringed, our anti-counterfeiting team acts swiftly and decisively using our international network of lawyers, working in conjunction with local customs and law enforcement officials. We are experienced in dealing with disputes concerning all types of IP, and its unauthorised use by others, ending these by court action or settlement. Design right infringement claims are particularly rife in the fashion industry and we deal with these regularly.

Terms and Conditions

Clearly drafted terms and conditions reflect your business and how it operates – from delivery times to payment details. We recommend you deal on standard terms to manage relationships with suppliers and customers more easily. Our team will draft a set that suits your business and complies with all relevant legislation.

Licensing and Manufacture

As your brand matures, the range of products you offer will grow. Licensing grants you the opportunity to move into new product areas and geographic markets, broadening your brand's appeal at minimal risk by specifying who can use your brand and how. Manufacturers need to protect rights and be sure of what is expected before starting production. Will you have to pay for any necessary changes and who owns the results? What if garments are being manufactured overseas? Should English law govern your contracts? Documenting your relationship addresses these issues.

Agency

We are experienced in drafting and advising on the terms of agency agreements, being a crucial relationship for fashion businesses, to ensure they reflect your wishes and expectations. Our litigation practice also deals regularly with claims for compensation brought under the Commercial Agents Regulations.

Distribution

Maintaining a good relationship with your distributors worldwide is an integral part of your business. To facilitate this, a well-drafted distribution agreement is essential to clarify each party's rights and avoid disputes.

Reputation Management

Reputation is always crucial to business, but for the fashion industry this is especially so and often commercial success depends heavily on the image of its leading individuals. We are leaders in the field of reputation management and act for many high profile clients, both companies and individuals, working closely with their public relations advisers to protect their professional and personal reputations, and their commercial confidentiality and privacy.

'For me as a designer, Harbottle & Lewis' work protecting my brand and my designs and structuring deals on my behalf has been hugely valuable. They know their stuff!'

Terry de Havilland – Designer

A Real Flair For Fashion

Why should you turn to us for advice? What sets us apart?

Specialist Knowledge

- As we are at the heart of the media, entertainment and fashion sectors, we have wide-ranging experience and expertise in supporting creative clients and have developed a deep understanding of the fashion industry.
- Our knowledge of your industry, with our blend of legal expertise and a straightforward approach, combines to bring you unrivalled legal and business acumen.
- Our lawyers have developed a close rapport with people in fashion businesses, giving you access to our network of contacts in these and other creative industries.

Practical and Commercial

We are large enough to handle any type of transaction or case which our clients, ranging from individuals through medium-sized companies to large public corporates, require. Our lawyers possess not only first-rate legal capabilities but also sound commercial sense.

Speedy Response

We know the fashion world moves fast and have a responsive mind-set which enables us to provide you with prompt and cost-effective advice.

Enthusiastic and Professional

Our team is effective because we are all genuinely enthusiastic about the fashion industry. As professional specialists, we keep up to date with the latest developments in the business and all changes in the hectic whirl of the creative sector. We ensure you are kept aware of relevant legal issues through timely newsletters, seminars and clinics. Our people are friendly, helpful and good at communicating and we understand how your business works.

Call Sandi Kurkdjian on 020 7667 5000 to find out more about any aspect of our service.

Versatile Service

We offer a flexible, wide-ranging service covering all your needs. Our firm undertakes work demanding specialist knowledge in employment, immigration, finance, tax, technology, insolvency, defamation, property and corporate law – all of which touch fashion businesses.

'I've always been really impressed with the advice I have received from Harbottle & Lewis – it has been invaluable to me in establishing my label'

Ashish
Designer



Designer: Ashish | Photography: © Ian Gillett 2004

Contact Information

Harbottle & Lewis LLP

Hanover House, 14 Hanover Square, London W1S 1HP

Tel: +44 (0)20 7667 5000 Fax: +44 (0)20 7667 5100 Dx: 44617 Mayfair Web: www.harbottle.com

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