

Retail and Consumer Goods

From e-commerce startups to international brick-and-mortar retailers, we click with clients in this space.

The realm of retail and consumer goods is perhaps one of the most globally influential industries today. And that is precisely why the Hogan Lovells Retail and Consumer Goods team works to protect your hard-earned market position. Our lawyers have their finger on the pulse of current market conditions and what they mean for our clients.

We build strategic relationships to help you throughout all stages of the business lifecycle – from advising on product development and complex transactions to guiding you through e-commerce establishments and the digital world. Our team delivers innovative and practical solutions to help you with everyday challenges.

Representative experience

Arranging supply and distribution agreement on behalf of Fast Retailing with respect to brick-and-mortar and online sales of J Brand Jeans in various geographies worldwide.

Advising a global retail company on employment agreements, employee and HR policies, standard terms, and conditions as part of a wider due diligence exercise.

Managing H&M's trade mark portfolio in China and Hong Kong and advising on a series of brand protection actions in China, including cross

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Industries

Consumer

investigations, warning letters, administrative raid actions, and civil actions.

Advising a major Russian consumer product company on the potential FCPA exposure in connection with its financing practices.

Walmart on its growth requirements across Mexico, including 39 projects for the establishment of Walmart's stores across the country.

Advising a leading luxury e-commerce website on all customer-facing terms and conditions and commercial agreements with vendors, including providing counsel on litigation risks associated therewith.

Representing an online retailer in the UK appeal in relation to the use of trademarks as search terms in its online search function.

Advising PayPal on a US\$125 m investment into Pine Labs, India's largest retail payment platform, alongside Temasek (the sovereign wealth fund of the Singapore government).

Representing an international hair care company in a trademark infringement lawsuit filed against the company's co-founder referring to an infringement of a trademark in an Instagram post.

Advising a leading French mass-retail group in relation to the restructuring of its activities.

Latest thinking and events

Published Works

Luxury brands rethink e-commerce strategies as pandemic crimps in-store retail

Global Legal Post

Webinar

Consumer Horizons Webinar: Trading in 2021: How the Consumer Industry Should Navigate a Stormy Trade Environment

Sponsorships and Speaking Engagements

Luxury Law Alliance webinar - The acceleration of digitalization and ecommerce: what luxury GCs must know

Press Releases

Hogan Lovells advises Charles on seed financing round of more than EUR 6 million

Press Releases

Hogan Lovells advises Korelya Capital on its investment in Wallapop

Webinar

Consumer Horizons webinar - COVID-19, lessons learned and what's next while keeping your supply chain running