

# How to make your fashion brand lawfully omnichannel?

Crefovi strikes back with presentation on how to make your fashion brand lawfully omnichannel at Pure trade show on 26 July 2016, attended by trade show goers and press.



How to make your fashion brand lawfully omnichannel? Annabelle Gauberti, founding and managing partner of London fashion law firm Crefovi, presented a talk on the legal stuff to think about, when a fashion business wants to go omnichannel and, in particular, to launch e-

commerce functions on its website. This presentation was delivered at Pure, the top bi-annual fashion trade show in London.

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