

Law of luxury goods series: how to market through celebrities & music bands - publicity rights, product placement & endorsement deals

by Crefovi - Tuesday, July 22, 2014

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Crefovi is delighted to partner up with Ladurée and the international association of lawyers for the creative industries (ialci) for the launch of the first seminar of the law of luxury goods series “How to market through celebrities & music bands – publicity rights, product placement & endorsement deals”.

This launch is in partnership with the [international association of lawyers for the creative industries \(ialci\)](#), which Crefovi sponsors, and with world-famous French pâtisserie house [Ladurée](#).

The first seminar, entitled “[How to market through celebrities & music bands – publicity rights, product placement & endorsement deals](#)” will be held on the morning of Tuesday 22 July 2014, at the Pullman St Pancras London 4 stars hotel in central London.

Bringing together luxury goods professionals with stars from the entertainment industry, this first seminar of the law of luxury goods series focuses on the business and legal aspects of forging win-win endorsement deals and partnership agreements between luxury brands and top entertainers.

It will be informed by several case studies of successful endorsement deals and partnerships brokered by luxury and fashion brands with film actors, sports athletes as well as music bands and performers, various presentations on key points to take into account while negotiating those partnership agreements, and Q&A sessions following each talk.

We are delighted that **Nicolas Burgener**, Chief Legal Officer at Audemars Piguet has agreed to deliver keynote addresses at this seminar.

Richard Kirstein, Founding Partner, Resilient Music; **Amy Goldsmith**, Partner, Tarter, Krinsky & Drogin; **Matthew Drinkwater**, Head of Fashion Innovation Agency at Centre for Fashion Enterprise; **Austin Jacobs**, Partner, Prager Fenton and **Malcolm Gaskin**, Chief Executive Officer, Idea Mine.

To snap up your attendance ticket to this high-profile event for the fashion and luxury industries, which will be hosted in central London in the morning of Tuesday 22 July 2014, [register on ialci's website](#).

[Register here](#)

If you are a member of the press, please contact Crefovi's founding partner, [Annabelle Gauberti](#), for your seating arrangements to the first seminar of the law of luxury goods series “[How to market through celebrities & music bands – publicity rights, product placement & endorsement deals](#)”.

Crefovi warmly thanks world-famous French pâtisserie house [Ladurée](#) for its upcoming delightful and enjoyable contribution to the first seminar of the law of luxury goods!

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