

Consumer products & retail | Fashion and luxury law firm | Law of luxury goods & fashion law

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Since 2003, London fashion and luxury law firm Crefovi has been practicing the law of luxury goods & fashion law. Crefovi's Consumer Products & Retail Industry Group, and, in particular, its fashion lawyers in London, have been recognised for providing outstanding service and innovative legal solutions to help clients meet unique business challenges.



Demonstrated excellence as a London-based fashion and luxury law firm

Crefovi's Consumer Products & Retail Industry Group, which federates its fashion lawyers in London practicing the law of luxury goods & fashion, has demonstrated its understanding of clients' needs in this

highly competitive business environment. London fashion and luxury law firm Crefovi's success advising companies of all sizes in markets around the world stems from the practice's dedication to helping businesses grow and succeed while protecting brand equity.

Law of luxury goods and fashion

Crefovi is a London-based fashion and luxury law firm. Its fashion lawyers in London, who are part of Crefovi's Consumer Products & Retail Industry Group, have been and are a major contributor to the development of the fashion law field. One of Crefovi's partners, [Annabelle Gauberti](#), invented the concept of "droit du luxe" (law of luxury goods and fashion) in 2003 and [extensively published about it](#), sensing that fashion law would become a legal discipline *per se*, in order to respond to the specific legal needs of either global luxury conglomerates or fashion designers.

Crefovi's fashion lawyers in London: our clients' valued advisors

Crefovi's extensive experience and professional breadth allow the firm to provide top-quality counsel around the world in virtually every area affecting the retail and consumer products industry. Crefovi is especially renowned as a London fashion and luxury law firm. It represents retail and consumer products industry clients, in particular in the law of luxury goods and fashion, in matters involving:

- [Antitrust and competition](#)
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- [Capital markets financings](#)
- [Employment law and benefits and compensation](#)
- [Intellectual property, including brand protection](#)
- [Litigation and dispute resolution, including product liability and consumer actions](#)
- [Mergers and acquisitions](#)
- [Outsourcing and technology transactions](#)

- [Real estate](#)
- [Restructurings](#)
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Our fashion lawyers in London serve as valued business advisors to each of the clients Crefovi represents. The firm's deep understanding of sector-specific issues and value-adding legal services, has earned us top praise for some of the industry's leading market transactions and cases. The experience of fashion and luxury law firm Crefovi has made it the go-to provider for legal services in the retail and consumer products industry, and for the practice of the law of luxury goods & fashion in particular.

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