

## Luxury Law

Our Luxury Law practice offers comprehensive legal services tailored to the high standards of sophistication and complexity of the luxury industry. We serve a diverse clientele, including high-net-worth individuals, beauty and apparel brands, fashion designers, exclusive design houses, and jewelers. Our multi-disciplinary team of attorneys offers a wealth of experience and a collaborative approach to address every challenge.

Our team advises luxury industry clients in a number of areas, including:

- **Artificial Intelligence:** Strategic counsel on AI-powered tools in the luxury sector, focusing on legal and regulatory aspects of process automation, data aggregation, and content creation, as well as intellectual property rights associated therewith.
- **Brand Reputation Management and PR:** Legal support in managing public relations and crisis management to uphold brand reputation.
- **Business and Corporate Finance:** Comprehensive services for business transactions including asset-based loans and credit facilities, equity investments and financings, joint ventures, acquisitions, and strategic exit planning and transaction.
- **Celebrity and Influencer Collaborations:** Expert legal advice regarding partnerships between luxury brands and celebrities and influencers.
- **Commercial Contracts:** Our attorneys also advise on manufacturing, distribution, sales and the transport of high-value goods, including logistics contracts, regulatory compliance, insurance and risk management.
- **Consumer Claims, Litigation and Regulatory Issues:** Defense in claims and litigation scenarios, including consumer protection and competition disputes, with regulatory guidance on consumer data protection, marketing and loyalty programs.

### Service Contacts

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### Related Professionals

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- **Data Privacy and Cybersecurity:** Representation focused on protecting client and consumer data, addressing data privacy laws and compliance and cybersecurity challenges.
- **Digital and E-Commerce:** Counsel on digital operations, including e-commerce, online consumer rights and digital marketing.
- **Employment and Labor Law:** Support in employment-related legal matters to align workforce management with legal standards, including collective bargaining and unionization matters.
- **Global Expansion and Supply Chain Dynamics:** Assistance in global expansion and managing supply chain complexities, offering strategies for market success.
- **Intellectual Property:** Tailored services to protect brand identity against counterfeiting and infringement, including securing design patents, copyrights, trademarks and trade secrets.
- **Marketing and Advertising:** Advice on all aspects of marketing and advertising, including product placements and sponsorship arrangements.
- **Real Estate:** Comprehensive legal services for the acquisition, leasing and management of brand-related physical spaces and personal luxury real estate holdings.
- **Sustainability and Ethical Sourcing Compliance:** Guidance on sustainable practices and ethical sourcing for marketing, compliance and brand image enhancement.
- **Tax, Trusts and Estates:** Advisory capabilities in federal, state and local tax, complemented by trusts and estates counsel.
- **Yachts and Private Aviation:** Legal guidance on the complexities of buying and selling superyachts, ships and submersibles as well as purchases and sales of private aircrafts and related private aviation matters.

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**Related Services**

Antitrust & Consumer Protection  
Artificial Intelligence  
Beauty & Wellness  
Business & Corporate Finance  
Copyright & Trademark  
Emerging Companies  
Fashion & Apparel  
Hospitality, Travel & Tourism  
IP & Technology  
Labor, Employment & Immigration  
Litigation  
Privacy, Cybersecurity & Data Protection  
Real Estate, Land Use & Environmental  
Sports, Arts & Entertainment  
Tax  
Transportation & Logistics  
Yachts, Ships & Submersibles