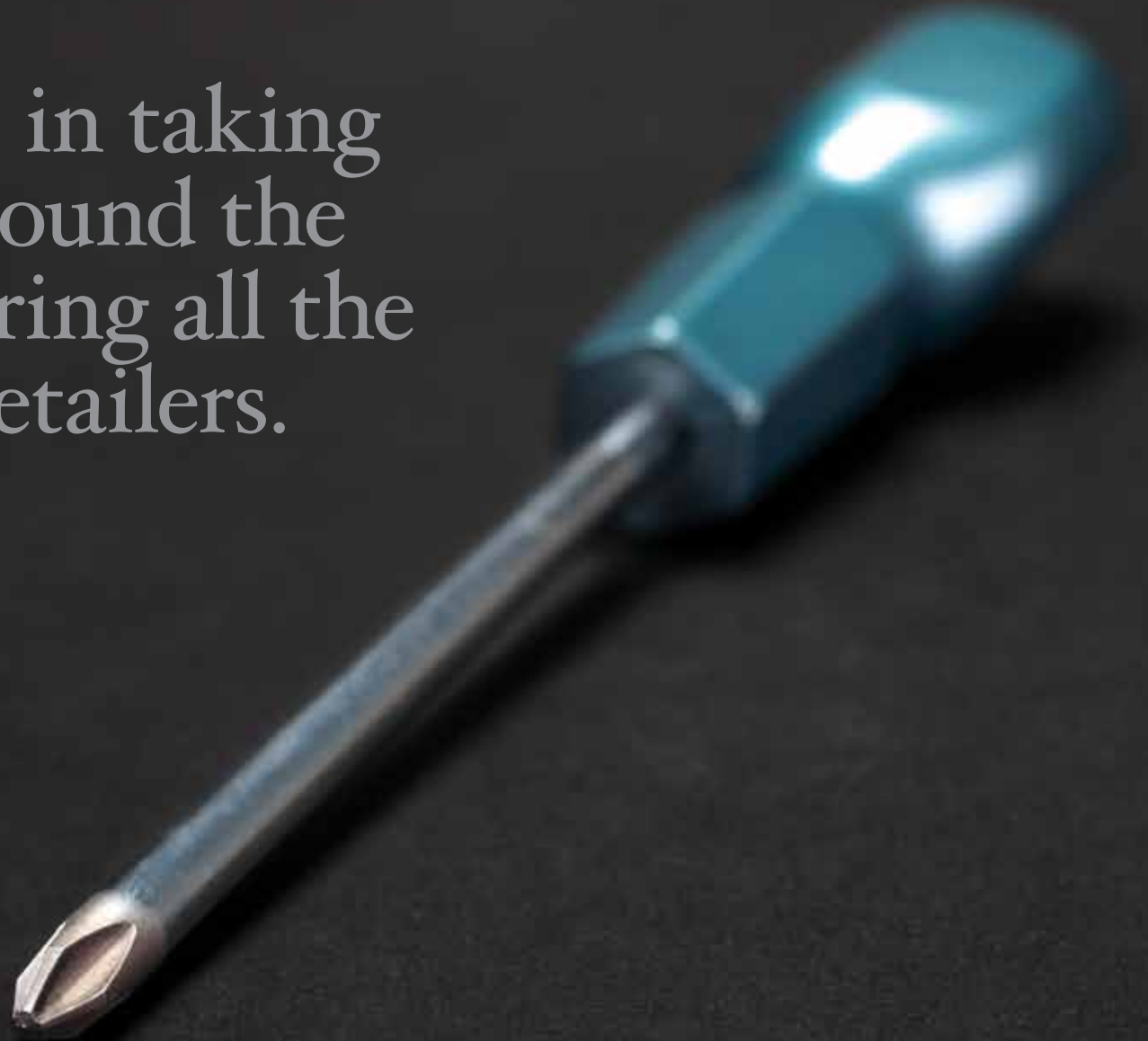


retail

We are experts in taking retail brands around the world and covering all the legal needs of retailers.



Field Fisher Waterhouse

Delivering solutions in a no-nonsense manner.

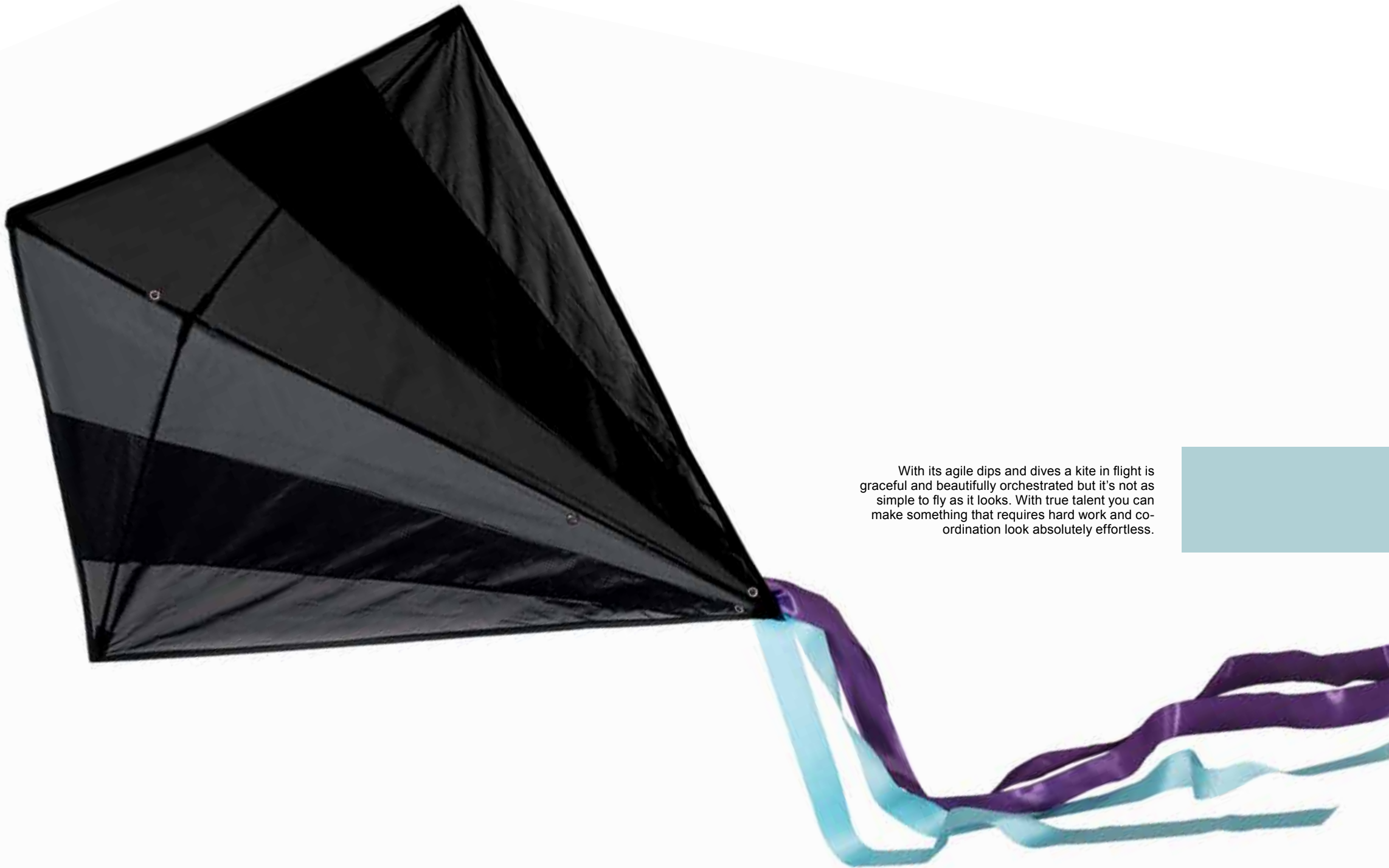
We have a wide range of retail experience. Over the last 20 years we have been involved in advising retailers in the UK, throughout the EU, Latin America, the Middle East, Asia and the US.

Europe is our domestic market. We have offices in Brussels, Düsseldorf, Hamburg, London, Manchester, Munich and Paris, with affiliates in Spain and Italy. Our team includes both Indian and PRC nationals and we have affiliates across all EU jurisdictions, China, India, Japan, and many other countries throughout Asia, the Middle East, Latin America and the US.

We work with you to identify the key commercial drivers and major risk factors for your business and decide how these should be reflected at both a structural and an operational level in the retail business in each separate market. The proposed concepts are then tested against existing practices and relationships. Following that draft documentation is produced and tested legally, structurally, commercially and operationally.



Spurred on by customers complaining about the lack of coat hooks, an enterprising wirework designer devised the coat hanger. It just goes to show that a simple idea can provide the most innovative solution.



With its agile dips and dives a kite in flight is graceful and beautifully orchestrated but it's not as simple to fly as it looks. With true talent you can make something that requires hard work and coordination look absolutely effortless.

A challenging time for retailers.

The retail sector is currently undergoing a revolution as many companies turn their attention away from the saturated domestic High Street towards the challenges and opportunities presented by internationalisation and multi-channel approaches to the market.

Emerging new brands and foreign retailers are also entering the UK and EU markets in ever increasing numbers. All are facing challenges such as the luxury and value puzzle, cash rich/time poor consumers, environmental issues, the pace and new directions of technological change, and the emerging consumer groups and new market challenges and opportunities which are arising. These trends emphasise the need for retail businesses to optimise the added value they obtain from their legal advisers and to work with specialists who understand and have specific skills sets retailers need.

Determining a strategic, big-picture, cross-border approach is essential. Ad hoc and opportunistic forays into other markets by retailers almost always result in long-term and expensive problems. Identifying the attendant risks, working through an effective risk reduction strategy and putting in place appropriate risk management structures and processes is essential. We work with retailers to ensure that they start their international roll-out from a position of strength, enabling them to take a more proactive approach and to focus on the issues that really matter.

We are rated highly in Chambers UK legal directory. Many of our partners are renowned internationally for their technical expertise and are authors of leading text books, speaking regularly at conferences around the world.

Our services.

We are acknowledged market leaders in both the re-engineering/ internationalisation of retail businesses and the creation and management of multi-channel ways to market. This, together with our acknowledged leadership in franchising, data protection, e-commerce and new media, and brand management and protection, makes us well qualified to support retailers as they compete aggressively for their share of these new markets.

We have developed a great deal of experience in this field and have advised a wide range of leading household names and other suppliers. We provide advice across the full range of retail demands.

Areas where we can help include:

- corporate and commercial
- financing and financial services
- trade mark and brand protection
- advertising and marketing
- competition issues
- franchising
- distribution, agency and joint ventures
- cross-border trade
- intellectual property disputes
- anti-counterfeiting and anti-piracy
- online infringement
- e-commerce
- privacy and information security
- design and copyright
- technology and outsourcing
- supplier and logistics relationships
- real estate
- planning
- construction
- tax
- consumer protection
- employment
- pensions
- dispute resolution
- product recall
- regulatory issues
- fraud and anti-corruption



This one basic principle has innumerable uses in countless industries, providing fundamental structure and strength. It's amazing how just one simple connection can be the basis for a successful relationship.





This unsung hero has been behind some of our greatest inventions. Sometimes, you don't know all the little jobs that are going on in the background; but you can trust that the outcome will be outstanding.

Partnering our clients towards success.

We aim to deliver success to our clients. In order to do that we develop bespoke partnering arrangements that recognise the specific support each of our retail clients needs from us. We are flexible in our methods and therefore able to accommodate a wide range of different arrangements for different clients. We are also keen for our clients to assess the level of service provided by the firm and individual lawyers. These generally include:

- regular review meetings with you to establish areas of work capable of improvement
- annual visit to head office (if desired)
- annual programme of sector-specific publications and networking events

We have developed a highly successful retail training workshop series for clients. These sector-specific workshops have limited spaces and held at regular intervals throughout the year. The aim is to enable retailers to discuss topical subjects in the sector using case studies to outline the issues and possible commercial solutions.

Several of our lawyers have worked in-house in the retail sector. We differentiate our client offering by combining the depth of legal services offered by a traditional law firm with a strong sector specialism.

About us.

Field Fisher Waterhouse is more than just a European law firm specialising in providing commercial solutions for all industries and sectors. It's our ability to embrace change and to navigate and capitalise on the changing market that makes us different.

Clients choose to work with us because we can provide exceptional lawyers with industry expertise and strong commercial knowledge of their businesses. They value our flexible approach to teamwork and that we will shape our structures and way of working to meet their specific needs.

This commercial attitude, combined with our empowering and down-to-earth style, means you can trust us to provide you with the best possible legal solutions.

To find out how we can help you with your retail needs, please call us on +44 (0) 207 861 4118 or email retail@ffw.com.

From its origins on automated assembly lines, it's likely there's now a cross head screwdriver in every tool box. By being adaptable and flexible a business can move with the times and remain commercially viable.



