



FASHION

Recent figures revealed that the fashion industry contributes around £26billion to the UK economy every year and the sector supports tens of thousands of jobs nationwide.

If a dispute arises, businesses in the industry will want to know they can rely on a law firm with an in-depth knowledge of the particular challenges and requirements of the sector.

At Joelson, our lawyers have a wealth of experience advising clients from across the fashion industry, from photographers and designers to manufacturers and fashion houses.

The department, led by experienced litigator Jo Gregory, takes pride in providing a professional, cost-effective and efficient service to all those we represent.

Brand Protection

As a firm we recognise how important it is to clients to ensure that their intellectual property is protected at all times.

Taking all possible steps to protect your brand against any form of infringement is key to preserving its value.

As a firm, Joelson advises on matters including trade mark infringement, passing off, copyright infringement and registered/unregistered design rights.

If you have reason to believe that someone has infringed your rights then we can advise you on all possible options and will work to achieve the best outcome for your business.

Our litigators have years of experience in taking robust action against intellectual property infringement, taking matters to the courts as and when necessary.



“ Entrepreneurial and responsive, key features when working with ASOS, Joelson deliver what we value in terms of legal services – a partner who can respond, both reactively and proactively, to our ever-changing business requirements.

Jon Kamaluddin, International Director, ASOS plc



Brand Exploitation

- Licensing agreements – We can assist with your brand expansion, ensuring that key agreements are in place to protect your intellectual property rights, while at the same time generating increased revenue for your business. This will ensure that you also remain in control of who uses your brand and how.
- Distribution agreements – Ensuring that you have properly drafted agreements with your distributors is also key. This will help you to measure, enhance and promote your brand and enables you to bring any relationships which are not working to an end.
- Agency and franchise agreements – Such agreements are crucial in the fashion industry, enabling you to manage your brand through key individuals or companies and assist in the development of new territory.

MEADHAM
KIRCHHOFF

“ We love working with Jo. She understands our legal and commercial needs exactly and has been a real asset. She is an excellent lawyer who delivers and has a real understanding of our business and the fashion industry.

Ben Kirchkoff, co-founder of Meadham Kirchkoff

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Collaboration with the Ethical Fashion Forum

As a law firm representing clients across the industry, Joelson is delighted to work closely alongside the Ethical Fashion Forum (EFF). The organisation is the industry body dedicated to a sustainable future for fashion. A not-for-profit organisation, the EFF aims to make it easier for fashion professionals to integrate sustainability into their day-to-day working. For further information please visit www.ethicalfashionforum.com

Our Team



Jo Gregory

Partner

jo.g@joelsonlaw.com



Stephanie Foy

Solicitor

stephanie.f@joelsonlaw.com

“ Jo and her team have been great at listening to our ideas and help guide us through the legal issues to establish our fashion business. Jo is herself very creative and has a great instinct in terms of what a business needs and where it should go next. An invaluable asset.

Yildirim Akyuz, managing director of Christian Blanken

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Christian
Blanken

Joelson
30 Portland Place
London W1B 1LZ

+44 (0)20 7580 5721
jo.g@joelsonlaw.com
www.joelsonlaw.com

