



IN FASHION 2024 Kelley Drye's 9th Annual Fashion and Retail Law Summit

Firm Event

January 25, 2024 from 9:30 am to 5:00 pm (EST)

New York

Kelley Drye & Warren LLP
3 World Trade Center
175 Greenwich Street

On January 25, 2024, Kelley Drye will host the ninth annual IN FASHION: Fashion and Retail Law Summit for executives and in-house counsel. Kelley Drye lawyers and thought leaders from some of the world's top fashion and retail companies will convene for a full day of presentations on hot button issues that impact the business.

The event will address the latest trends, anticipated developments, and challenges in the fashion and retail industries.

The program will commence with a keynote discussion with **Candace Craig Bulishak**, President of tarte cosmetics, and continue for a full day of presentations on issues including AI and IP ownership, forced labor, green advertising, defensible DEI programs, and more.

IN FASHION 2024 PROGRAMS

A Tailored Fit: Guidance on AI, Influencers and Customer Reviews, Junk Fees, and Dark Patterns

As companies use new technology to market to consumers, the Federal Trade Commission and state attorneys general have looked to apply existing laws and regulations to those practices, while also proposing new rules. Some of these practices have newer names like "dark patterns" and "junk fees," but the regulators have primarily focused on existing precedent. **Daniella Golshani**, Director Legal Counsel at The Avon Company, and **Christie Grymes Thompson**, Advertising Law Partner, will cover how these developments relate to the use of AI and claim substantiation, influencer marketing, disclosures, and purchase flows.

The Uyghur Forced Labor Prevention Act (UFLPA): An Orientation for In-House Counsel

In the 18 months since it went into effect, the UFLPA has been extensively enforced by U.S. Customs—with more than 5,000 shipments valued at almost \$2 billion reviewed and entry denied to approximately 2,000 shipments. With Customs actively adding more entities to the UFLPA Entity List, enforcement is only expected to increase in the upcoming months. In this session, an International Trade Partner, will review how the UFLPA creates risk for fashion and apparel companies; share what questions in-house counsel should be asking their internal multi-stakeholder UFLPA response team, including how to think about technological "solutions"; and help untangle how importers can reduce

the risk of adverse outcomes under the UFLPA.

How NOT to Become the Next DEI Headline

Have you scrubbed your diversity, equity and inclusion programs to minimize the risks that the recent Supreme Court decision in *Students for Fair Admissions v. Harvard College* have only amplified? **Barbara Hoey** and **Blythe Lovinger**, Labor and Employment Partners at Kelley Drye, will help you identify the key risks and key solutions in maintaining a defensible DEI program by way of a case study example that will help you understand how to navigate this new terrain.

AI's Influence on Fashion: Key IP Takeaways

Generative AI is "hot" and the implications for IP owners remain unclear. Kelley Drye Intellectual Property Partners **Andrea Calvaruso** and **Michael Zinna** will discuss what's happening in the retail and fashion space and provide advice about what companies can do to protect their ideas, products, and brands.

What the Plaintiffs' Bar is "Wearing" this Season

Plaintiffs' class action attorneys are constantly looking for the "next big thing," but sometimes the old adage of "everything old is new again" is as true in litigation as it is in fashion. In this session, **Lauri Mazzuchetti**, Consumer Class Action Co-Chair and Partner, and **James Saylor**, Litigation Partner, will discuss trends in consumer litigations filed against fashion and retail companies, and insights on how to protect your brands from becoming a target.

The EU's Green Deal: Green Advertising, Sustainability Reporting, and Supply Chain Due Diligence

The EU's ambition to become the first climate-neutral continent has resulted in a wave of new draft laws. Among them are two Directives on green advertising, the Corporate Sustainability Reporting Directive (CSRD) and the Corporate Supply Chain Due Diligence Directive (CSDDD). These (draft) Directives, which are likely to reach beyond the EU's borders, will bring new regulatory frameworks and compliance. Any mentioning of environmental or social benefits will be subject to new laws, in particular regarding sustainability labels, generic claims and an obligation to receive official approval of green marketing claims before publication. In this session, **Constantin Eikel**, Partner at Bird & Bird, will highlight the upcoming CSRD and CSDDD and take a deep dive into the new laws on green advertising.

Privacy is the New Black: How Developments in Privacy Law Affect the Fashion Industry

With 13 comprehensive state privacy laws, the Federal Trade Commission enforcing principles of algorithmic fairness, and the plaintiffs bar filing suits about use of tracking pixels, companies need to consider privacy in ever-growing contexts. In this session, **Laura Riposo VanDruff**, Advertising Law Chair and Partner at Kelley Drye, will discuss developments in privacy law with **Michael Hahn**, Executive Vice President and General Counsel at the Interactive Advertising Bureau.

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This seminar is by invitation only. If you have an in-house colleague who would like to receive an invitation, please contact infashion@kelleydrye.com.

Kelley Drye is an accredited provider of CA, IL, TX and NY CLE. This continuing legal education program will offer 4.5 New York non-transitional credits (1.0 cybersecurity general and 3.5 professional practice), 4.0 California, 4.0 Illinois, 4.0 Texas general credits. We will apply for CLE credit in other jurisdictions, upon request, but cannot guarantee approval.

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