



IN FASHION 2025 Kelley Drye's 10th Annual Fashion and Retail Law Summit

Firm Event

April 2, 2025 from 9:30 am to 6:30 pm (EDT)

New York

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

On April 2nd, 2025, Kelley Drye will host the tenth 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 from [Alexandra Winokur](#), President of Christian Dior Couture Americas, and continue with a full day of presentations, covering these trending topics:

IN FASHION 2025 PROGRAMS

Trump, Tariffs, and Trade: Navigating U.S. Trade Policy in the Fashion Retail Sector

Since taking office, President Trump has pursued a broad, aggressive approach to U.S. trade relationships, has threatened a series of sweeping new tariffs, and has directed key trade and economic agencies to evaluate trading partners and investigate U.S. trade deficits. Government Relations and Public Policy Partner [Jennifer McCadney](#) and Senior International Trade Advisor Ambassador [Jayme White](#) will review the Administration's actions to date, offer insights on what to expect from the White House, the U.S. Congress, and our global trading partners, and how these policies may impact the fashion and retail sector.

Seamless Sourcing: The Role of Supply Chains and Customs Compliance in Fashion

The shifting dynamics of tariffs, trade alliances, and market disruptions are forcing manufacturers and retailers alike to swiftly adapt to changes—which is easier said than done in an industry that places orders more than half a year before goods are shipped. Companies that thrive in this uncertain trade landscape will be those that reassess supply chains, renegotiate contracts and actively pursue strategies to mitigate potential tariff impacts. Customs Partners will discuss effective strategies for managing tariffs and minimizing their impact on your business while staying compliant with changing Customs regulations.

Red Tags, Red Flags: The Latest on the Second Wave of False Discount Litigation

The past few years have seen a resurgence of “false discount” class actions. While these claims take a variety of forms, most allege that retailers mislead consumers with discounts from ticket prices that are not “bona fide prices” at which the products were previously offered for sale for a reasonable period of time. In this session, Litigation Partners **Rebecca Durrant** and **James Saylor** will provide the latest updates on the varying legal landscape for these claims throughout the country, and the plaintiffs’ bar’s latest strategies to punish retailers for offering a good deal.

Privacy and Litigation Enforcement: Hot Topics for the Fashion Industry

State privacy enforcement and litigation are on the rise, creating significant pain points and uncertainty regarding longstanding advertising and data practices. Privacy Chair, **Alysa Hutnik**, and Litigation Partner, **Lauri Mazzuchetti**, will delve into the complexities of privacy litigation and state enforcement investigations related to digital advertising practices, including the use of pixels, session replay, and other website and AI technologies. They will examine key legal theories, recent case studies, settlement examples, and the potential implications of developing case law. Additionally, they will discuss practical compliance considerations for navigating through an uncertain legal environment.

Spin the Wheel on Hot IP Topics

Andrea Calvaruso, Chair of Kelley Drye’s Trademark and Copyright practice and Intellectual Property Partner **Michael Zinna** will discuss significant IP developments and trends - that fashion and retail companies should prepare for in 2025 and beyond.

Workplace Chic: Employment Law Trends Every Fashion and Retail Lawyer Should Know

From the Trump Administration’s stance on DEI, gender identity, and reverse discrimination to the newly enacted New York State Fashion Workers Act, Labor and Employment Partners **Barbara Hoey** and **Blythe Lovinger** will explore labor and employment trends shaping the fashion and retail industry. Barbara and Blythe will examine how both state and federal policies, including executive orders and agency guidance, are reshaping workplace norms, and offer practical insights on how to navigate the evolving legal landscape.

Fashion Forward: Navigating ESG for Success

The new Administration has brought some uncertainty related to the future of ESG implementation. Advertising and Marketing Law Partner, **Christie Thompson**, will examine how companies can move forward with ESG initiatives while establishing defensible positions around public statements and compliance efforts. Christie will review important developments including the increase in greenwashing litigation in the U.S., new compliance requirements from states like California and New York, and developing environmental regulations coming from the EU. She will also address the importance of civic engagement, such as commercial co-ventures and cause-related marketing, in the fashion space.

The Fashion Code: Best Practices for Influencer Campaigns

The Federal Trade Commission's requirements for influencer campaigns have gotten more complicated in recent years and many companies are still not in compliance. While enforcement from the FTC has decreased, enforcement from other sources has increased. Advertising and Marketing Law Partner, **Gonzalo Mon**, will be joined by **Adrienne Montes**, Senior Director, Intellectual Property and Marketing Counsel at Kendra Scott to break down the new requirements and provide tips for putting them into practice.

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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 up to 4.5 New York non-transitional professional practice credits and up to 4.0 general credits in California, Illinois, and Texas. We will apply for CLE credit in other jurisdictions, upon request, but cannot guarantee approval.

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