



# IN FASHION 2026 Kelley Drye's 11th Annual Fashion and Retail Law Summit

Firm Event

April 14, 2026 from 9:30 am to 6:30 pm (EDT)

New York

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

**On April 14th, 2026, Kelley Drye will host the 11th annual IN FASHION: Fashion and Retail Law Summit—the premier gathering for executives and in-house counsel navigating the fast-evolving legal landscape of fashion and retail. Join Kelley Drye lawyers for a dynamic, full day of presentations tackling the critical legal and business issues shaping the fashion and retail industry right now.**

From emerging regulatory challenges and intellectual property developments to tariff and AI-driven disruption, the Summit will zero in on the trends, anticipated developments, and pressing challenges that demand attention across the fashion and retail sectors. The day will feature a keynote discussion led by **Brian Baskin**, Executive Editor of *Business of Fashion*, one of the industry's most respected voices. Brian oversees the publication's coverage of retail, technology, marketing, and more, and brings a front-row perspective on the forces reshaping the global fashion and retail landscape.

## IN FASHION 2026 PROGRAMS

### **Classic Cuts and New Fits: Privacy and Litigation Trends in Fashion**

**Susy Mendoza**, VP and Deputy General Counsel at Lululemon Athletica and Partner **Lauri Mazzuchetti** will discuss key privacy and litigation developments affecting fashion brands and retailers—from heightened scrutiny around marketing and data collection involving teens and young consumers to data breach response and the regulatory investigations and consumer class actions that can follow.

### **Well-Tailored IP Strategy: Battling Dupes and Patent Claims**

**Andrea Calvaruso**, Chair of Kelley Drye's Trademark and Copyright practice, and **Michael Zinna**, Patent Partner, will discuss significant intellectual property developments and trends that fashion and retail companies should prepare for in 2026 and beyond. The session will highlight practical IP strategies to combat dupes, strengthen brand protection, and challenge patents in light of evolving USPTO policies.

### **Vintage Styles and New Trends: Advertising Law Update**

Advertising Law Partners **Christie Grymes Thompson** and **Gonzalo Mon** will discuss what's hot in

the world of fashion advertising law, ranging from vintage styles (including green marketing and influencers) to the latest trends (including AI and email marketing lawsuits).

### **The Refund Runway: Recovering IEEPA Tariffs for Fashion & Retail Importers and Insights Into New Tariffs**

Recent developments have opened the door for companies that paid significant duties under the International Emergency Economic Powers Act (IEEPA) to seek refunds from the federal government. **Jennifer McCadney** and **Carrie Owens**, International Trade Partners, will walk fashion and retail importers through the evolving legal landscape and the practical steps for pursuing tariff refunds, including key procedures, timing considerations, and strategic decisions companies should be making now. They will also cover the new tariffs proposed by the Administration to replace the IEEPA tariffs.

### **AI Alterations: Cutting the New Patterns of Work**

The novelty of AI has given way to a more complex reality defined by operational risk and shifting headcount. Labor and Employment Partners **Barbara Hoey** and **Mark Konkel** will move beyond the hype to focus on two immediate business impacts: emerging legal mandates for algorithmic diligence and the quiet restructuring of professional roles. They will examine how AI is reshaping the workforce and how to lead as the boundary between human and machine judgment blurs. Key themes include algorithmic audits, erosion of middle-tier roles, wage pressure in a post-task economy, rising privacy and data risks, automated bias, and the challenge of closing the AI accountability gap.

### **Fashioning Responsible Use of Generative AI: Ethics for In-House Counsel**

With generative AI redefining how work is produced and decisions are informed, in-house counsel are increasingly called upon to balance innovation with responsibility. **Nick Panarella** and **Marty Krolewski**, Kelley Drye's GC and Deputy GC, will explore the shifting ethical and legal landscape, equipping legal teams with tools to guide responsible AI use across the enterprise.

### **The Litigation Landscape for Retailers: Trends, Risks, and Strategies**

Retailers face a rapidly evolving litigation landscape driven by shifting regulations, increasingly aggressive plaintiffs' firms, and heightened consumer scrutiny. Once-routine practices now present unfamiliar risks, including claims targeting text messaging programs previously believed to be shielded from Telephone Consumer Protection Act exposure, challenges involving refunds tied to tariff-related surcharges and price increases, and other practices. Partners **Rebecca Durrant** and **James Saylor** will offer practical strategies to help retailers manage risk and stay ahead of key litigation trends.

This seminar is by invitation only. If you or an in-house colleague would like to receive an invitation, please contact [infashion@kelleydrye.com](mailto:infashion@kelleydrye.com).

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