



Fashion & Luxury Goods

Fashioning Legal Solutions for a Global Industry

At Kilpatrick, we understand that fashion is more than an industry—it's a dynamic ecosystem of creativity, commerce, and culture. We counsel clients across fashion and luxury goods sectors, from emerging designers expanding globally to established fashion houses navigating complex international operations.

Our team brings together deep legal knowledge and industry fluency to help brands protect their assets, scale their businesses, and adapt to a rapidly evolving consumer and regulatory landscape. We are especially attuned to the transformative role of technology—from AI-driven design and personalization to digital retail and data governance—and we're committed to helping clients adapt, grow, and lead.

Kilpatrick's fashion and luxury practice offers end-to-end legal support across the full brand and product lifecycle. This experience was recognized by *The Fashion Law* in its 2025 list of [Top U.S. Law Firms for Retail Companies](#), affirming our commitment to excellence and innovation in the fashion space.

Brand Protection & Intellectual Property

- U.S. and international trademark, copyright, and design protection
- IP portfolio strategy, clearance, prosecution, and enforcement
- Anti-counterfeiting and gray market enforcement, including Customs records
- Design and utility patent counseling and litigation
- IP dispute resolution, including litigation and alternative dispute resolution

Advertising, Marketing & Digital Engagement

- FTC and global advertising compliance
- Social media, influencer, and endorsement agreements
- Advertising claims review and substantiation
- Privacy, data protection, and consumer engagement policies

Licensing, Distribution & Supply Chain

- Licensing, franchising, and distribution agreements
- OEM and white-label enforcement strategies
- Supply chain risk management and ESG compliance
- Customs, import/export, ITC strategies

Retail, E-Commerce & Consumer Experience

- Omnichannel retail operations and digital transformation
- Website and mobile platform compliance
- Consumer protection and loyalty programs
- AI, virtual goods, and immersive retail environments

Corporate, Commercial & Tax

- Entity formation, structuring, and governance
- Mergers, acquisitions, and joint ventures
- Commercial contracts, outsourcing, and technology transactions
- Tax planning and international expansion

Labor, Employment & ESG

- Employment counseling, workforce policies, and litigation
- Executive compensation and employee benefits
- Sustainability, environmental compliance, and corporate social responsibility

Litigation, Crisis & Regulatory Response

- Complex business litigation and class actions
- Product liability and insurance recovery
- Privacy breach response and remediation
- Federal, state, and local regulatory investigations

Primary Contacts



Sindy Ding-Voorhees

Partner

t 206.626.7716

sding-voorhees@ktslaw.com