

## FASHION LAW – FEBRUARY 2020 EDITION

Date: 1 February 2020

By: Jonathan Feder, Susan M. Kayser, Michaela Moloney, Edward Yao, Simon Casinader, John Monroe, Meg Aitken, Savannah Hardingham

*"Fashion is very important. It is life-enhancing and, like everything that gives pleasure, it is worth doing well."*  
Vivienne Westwood

Our Fashion team has prepared the latest edition of Fashion Law where we provide you with the latest updates on legal issues affecting the fashion industry.

This edition covers:

- An overview of China's new e-commerce law
- Using a trademark as a style name
- Modern awards and entitlements
- How to successfully incorporate influencers into your marketing strategy.

Click [here](#) to read Fashion Law online.

## KEY CONTACTS



**JONATHAN FEDER**  
PARTNER

MELBOURNE  
+61.3.9640.4375  
JONATHAN.FEDER@KLGATES.COM



**SUSAN M. KAYSER**  
PARTNER

WASHINGTON DC, NEW YORK  
+1.202.778.9421  
SUSAN.KAYSER@KLGATES.COM



**MICHAELA MOLONEY**  
PARTNER

MELBOURNE  
+61.3.9640.4430  
MICHAELA.MOLONEY@KLGATES.COM



**EDWARD YAO**  
PARTNER

BEIJING  
+86.10.5817.6110  
EDWARD.YAO@KLGATES.COM



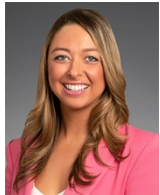
**SIMON CASINADER**  
PARTNER

LONDON  
+44.20.7360.8256  
SIMON.CASINADER@KLGATES.COM



**JOHN MONROE**  
SPECIAL COUNSEL

MELBOURNE  
+61.3.9205.2141  
JOHN.MONROE@KLGATES.COM



**MEG AITKEN**  
SENIOR ASSOCIATE

MELBOURNE  
+61.3.9640.4427  
MEG.AITKEN@KLGATES.COM

---

This publication/newsletter is for informational purposes and does not contain or convey legal advice. The information herein should not be used or relied upon in regard to any particular facts or circumstances without first consulting a lawyer. Any views expressed herein are those of the author(s) and not necessarily those of the law firm's clients.