



Consumer Goods, Food and Retail

DLA Piper's Consumer Goods, Food and Retail Sector team is recognized for advising many of the world's leading organizations in the consumer goods, food and beverage and retail sectors. For businesses looking to expand into new product lines or territories, protect their brand and IP, understand the consequences of changing consumer spending habits, or comply with the regulatory regimes in all the jurisdictions where they have a presence, DLA Piper can help.

Consumer Goods, Food and Retail lawyers are based in offices across the Americas, Asia Pacific, Africa, the Middle East and Europe. We leverage our vast on-the-ground experience and global platform to work seamlessly across borders, supporting you wherever you do business.

We regularly advise companies in these industries:

- Food and beverage
- Grocery
- Health, beauty and personal care
- Household care products
- Investors and funders
- Retail and fashion

As the power of the consumer continues to rise, changing shopping behaviours, never has the consumer had more to say in the battle for customer centricity. This brings with it a number of challenges of which our lawyers regularly advise on, including:

- Wellness and wellbeing
- Sustainability
- Product and supply chain integrity
- Waste and accountability
- The rise of technology
- The use and ownership of customer data
- Distress on the high street
- Direct to consumer
- New ventures and acquisitions

To find out more about our Consumer Goods, Food and Retail team, please contact either of our Global Co-Chairs.

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RELATED SERVICES

- Intellectual Property and Technology
- Real Estate

INSIGHTS

Publications

Coronavirus COVID-19 and corporate governance

18 February 2020

The coronavirus COVID-19 outbreak and ensuing government restrictions raise corporate governance concerns and create areas of risk across the ESG spectrum that should be considered by companies and their directors and officers.

Coronavirus COVID-19 and other supply chain disruptions

14 February 2020

In a world of increasingly long, international and interdependent supply chains, the coronavirus COVID-19 is just the most recent event to highlight the ever more complex considerations arising from a disruption to supply.

When is an outbreak an act of God? Mitigating commercial and operational risks during the COVID-19 crisis

13 February 2020

A close look at a standard but often overlooked "act of God" or force majeure clause in contracts may provide some insight into options for mitigating commercial and operational risks during the ongoing health crisis.

Coronavirus COVID-19: The legal impact on force majeure events

12 February 2020

Key considerations for parties that may wish to declare a force majeure event or dispute the declaration of a force majeure event by a counterparty in relation to coronavirus COVID-19.

COP25's key outcome: adoption of the San Jose Principles on carbon market mechanisms – takeaways for business

12 February 2020

Ambitious countries are not waiting for full consensus on carbon markets.

Novel coronavirus COVID-19 and Force Majeure: How are your contracts being affected?

12 February 2020

The outbreak of the Wuhan novel Coronavirus COVID-19 has caused, and continues to cause, great uncertainty for organisations operating in the region as well as businesses around the world that rely on China for trade. As a result of the shutdown, those who do business in the region are facing growing uncertainty and volatility in the market.

Hong Kong Government introduces mandatory quarantine measures

11 February 2020

On 9 February 2020, the number of deaths due to the rapidly spreading coronavirus in Mainland China officially surpassed the

figure seen during the 2002/2003 SARS epidemic.

Numerous governments have been implementing restrictions barring entry to those with recent travel history through Mainland China, including Singapore, Japan, Australia and the United States. Following pressure from public health workers, the Hong Kong Government has now followed suit and has begun a mandatory two-week quarantine for anyone arriving from Mainland China.

How to resume business amid the coronavirus outbreak

11 February 2020

As reported in our previous article, China has extended its Chinese New Year holiday and work suspension period as a result of the novel coronavirus outbreak which has now infected more than 40,000 people around the world.

This is a summary of the Back to Work Day and compensation for working before Back to Work Day in key cities and provinces across China.

APAC employment issues arising out of the Coronavirus

31 January 2020

On 29 January 2020, the number of confirmed cases of the rapidly spreading coronavirus in Mainland China officially surpassed the figure seen during the 2002/2003 SARS epidemic.

Multinationals with local operations around the APAC region have been significantly affected. As staff return to the office following the Chinese New Year holiday period, businesses are now considering what they can do to minimise any risk to health and safety and support staff through this challenging period where anxiety and uncertainty is rife, whilst at the same time complying with their employment obligations and maintaining business continuity. Putting in place detailed business and contingency plans and ensuring careful communications with staff to address key topics and concerns is key, as is keeping such plans and communications under frequent review given the fluidity of the current situation.

This alert considers some of the key issues that HR and business leaders should be considering across the APAC region.

The President announces expansion of Section 232 tariffs expected to affect millions of dollars in US imports

30 January 2020

The Proclamation authorizes the Department of Commerce to establish a process for requesting exclusions for affected parties located inside the US.

Harsher penalties on discriminatory employment practices in Singapore

29 January 2020

The Fair Consideration Framework was updated in January 2020 to impose harsher penalties on employers found to be engaging in discriminatory practices such as by favouring the hiring of foreigners over Singaporeans.

China extends holidays for workers amid coronavirus outbreak

28 January 2020

Learn about how the widely publicised corona virus outbreak affects business in Greater China.

Brazil's new Franchising Law allows parties to settle their disputes by arbitration

27 January 2020

The new framework aims to allow the expansion of franchising in Brazil through more legal certainty, transparency and simplification.

Iran nuclear deal: the launch of the 'Dispute Resolution Mechanism' and the 'potential snapback' of UN and EU sanctions

17 January 2020

This week, France, Germany and Britain have triggered the Dispute Resolution Mechanism against Iran under the Joint Comprehensive Plan of Action (JCPOA). Will this process lead to the re-imposition of UN and EU sanctions on Iran?

The almost free US-Japan Trade Agreement is now in effect

9 January 2020

This trade agreement reduces or eliminates US customs duties on numerous goods.

Different countries, different circumstances . . . but both require attention

8 January 2020

FRANCAST

Franchisors seeking to expand into Saudi Arabia will face significant regulatory hurdles, and those eyeing Indonesia will generally find a more relaxed regulatory regime.

Commerce imposes export licensing requirement on geospatial imagery software

8 January 2020

Companies that produce, design, test, manufacture, fabricate, or develop a software described in the new controls may now be operating within the category of "critical technologies" as defined in CFIUS regulations.

It's no secret: Trade secret misappropriation investigations are on the rise

19 December 2019

Exploring the reasons for the increase in these ITC investigations

EU launches preparatory work for a global sanctions regime for human rights violations

17 December 2019

On 9 December 2019, High Representative/Vice-President of the European Union Josep Borrell announced that the Foreign Affairs Council has agreed with strong consensus to start the preparatory work for a global sanctions regime to address serious human rights violations.

Law à la Mode: Levi Strauss & Co and Google; Mystery shoppers and the GDPR; Monograms and trademarks; Counterfeit products in China and more

16 December 2019

[LAW À LA MODE](#)

The UK editorial team is delighted to bring you the 29th edition of *Law à la Mode*, the legal magazine produced by DLA Piper's Consumer Goods, Food and Retail sector group for clients and contacts of the firm worldwide.

The EU Commission trailblazing towards a sustainable future

12 December 2019

The European Green Deal is a holistic approach to delivering transformational change and leading the transition towards a new paradigm.

New European Commission Assumed Office on 1 December 2019

2 December 2019

The new leadership of the European Commission has officially assumed office yesterday, Sunday, 1 December 2019, for a five-year term. The newly assembled College of Commissioners obtained a comfortable majority in an approval vote in the European Parliament plenary session on Wednesday, 27 November 2019.

VAT - Monthly Alert - October 2019

4 November 2019

[VAT MONTHLY ALERT](#)

A summary of important VAT developments with implications for cross-border business operations.

Beginning October 11, 2019: opportunity to obtain temporary reduction or suspension of US import duties

7 October 2019

Miscellaneous Tariff Bill petitions can be submitted to the ITC until 5:15 pm EST on December 10, 2019.

US Trade Representative imposes additional tariffs on EU goods following WTO decision in Airbus subsidies dispute

7 October 2019

This decision marks the resolution of a 15-year WTO dispute over US claims of illegal subsidies to support Airbus production.

With great influence comes great responsibility: potential liabilities in the growing influencer marketplace

30 Sep 2019

What responsibility, if any, falls on the influencer for social media product endorsements?

The CBD problem: searching for a legal pathway for CBD in foods and supplements

20 September 2019

The current state of the laws and regulations in the US, and potential pathways to a resolution.

US Trade Representative publishes fourth list of Chinese products subject to Section 301 tariffs

19 August 2019

Yet more Chinese products will be subject to an additional 10 percent tariff.

VAT - Monthly Alert - July 2019

5 August 2019

[VAT MONTHLY ALERT](#)

A summary of important VAT developments with implications for cross-border business operations.

Dallas employees may not want to call in sick

31 July 2019

An Austin-based conservative think tank filed suit this week against the City of Dallas arguing that the paid sick leave ordinance violates the United States Constitution.

Updated guide on the insurability of GDPR fines across Europe

11 July 2019

We've partnered again with Aon for the second edition of The Price of Data Security, our guide to the insurability of GDPR fines across Europe, which includes common issues faced by organisations and practical case studies.

EU Impact - Issue 5/2019

2 July 2019

Despite record temperatures in some EU countries these days, political developments in Brussels and Member States' capitals have rather sped up than slowed down. Following the elections to the EU Parliament in May 2019, the leaders of the EU Member States have been engaged in intense negotiations on the upcoming major re-shuffle of EU top jobs.

Who's that bot? California requires clear disclosure starting 7/1/2019

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

Diversity and Inclusion - how does the retail sector fare in the boardroom?

5 JUN 2019

With diversity and inclusion fast becoming a hot topic on the agenda for almost every business across the globe, there is no doubt that the requirement for a more diverse board is increasing.

The consumer goods and retail landscape is rapidly evolving. Now more than ever, consumers are seeking more diverse products from which to choose and a variety of different ways to shop. With the need for the overall customer experience to reflect this broadening diversity, is the sector sufficiently diverse to be equipped with the varied cultural knowledge and understanding to take on the challenge?

Law à la Mode: Beauty Trends: 5 Key Beauty M&A deals; Street art and fashion; Word from the industry's mouth; The rise in innovative retail services; and more

20 MAY 2019

[LAW À LA MODE](#)

The Moroccan editorial team is delighted to bring you the 28th edition of Law à la Mode, the quarterly legal magazine produced by DLA Piper's Consumer Goods & Retail Sector Group for clients and contacts of the firm worldwide.

Intellectual Property and Technology News (Asia Pacific) May 2019

15 MAY 2019

[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide development in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

EU Impact - Issue 4/2019

10 MAY 2019

With only two weeks left until the European elections of 23-26 May 2019, Europeans find themselves at the beginning of a months-long period of crucial transformations that are expected to significantly impact citizens and businesses in the medium- and long term.

Dallas passes ordinance requiring paid sick leave for private sector workers – key facts to know

29 APR 2019

With the effective date rapidly approaching, companies with employees in the City of Dallas should become familiar with the ordinance and review their applicable policies.

So you want to go digital...

11 APR 2019

This article assists businesses in identifying the core issues that must be addressed to ensure the legal sufficiency of transactions conducted on eSignature platforms.

EU Impact - Issue 3/2019

29 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

EU Policy & Regulatory Alert: EU Mechanism for Foreign Investment Screening to Enter into Force in April

21 MAR 2019

Today, on 21 March 2019, the new Regulation establishing a framework for the screening of foreign direct investments into the Union was published in the Official Journal of the European Union (EU).

Top of Mind: Litigation

20 MAR 2019

In this issue, our coverage of 10 big topics businesses have been thinking about this quarter.

PFAS: in California, regulators put cleanup levels on hold, but announce major data hunt

7 MAR 2019

This data hunt will affect thousands of facilities, drinking water systems and private drinking water well owners.

EU Impact - Issue 2/2019

4 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

DLA Piper in Latin America: 2018 in review

28 FEB 2019

While challenges always lie ahead, we are excited by the region's continuing growth.

Data privacy law: the top global developments in 2018 and what 2019 may bring

25 FEB 2019

In 2018, the world saw numerous significant privacy law developments, a trend that is continuing in 2019.

Sharpen your pencils: California AG's Office announces start of its important CCPA pre-rulemaking and schedule for issuing its important CCPA rules

13 FEB 2019

Because the CCPA is littered with drafting errors and confusing definitions, this AG rulemaking is extremely important.

California Consumer Privacy Act: what's new for retailers?

23 JAN 2019

Particular features of the CCPA affect the retail industry in unique ways.

Global Employment Law Quiz 2019

11 JAN 2019

The annual quiz about global developments and trends in employment law.

Singapore deposits OECD Multilateral Instrument

8 JAN 2019

TRANSFER PRICING

Multinationals that have a holding, financing, or intangible property company in Singapore are taking note.

The Music Modernization Act: stronger protections for artists and publishers

21 DEC 2018

The MMA revamps the Copyright Act in three major aspects.

Supreme Court Corner Q4 2018

20 DEC 2018

A trademark case concerning the Lanham Act's prohibition of "immoral" marks; a patent case asking whether the government is a "person" under the AIA.

Taking part in 2018 ANA/BAA Marketing Law Conference

21 DEC 2018

Ben Mulcahy and Gina Reif Ilardi actively participated in the 2018 Association of National Advertisers/Brand Activation Association Marketing Law Conference in Chicago.

EU Impact: Monthly update on the latest EU policy and regulatory developments relevant for your sector

21 DEC 2018

Edition 12 of our monthly update on the latest EU policy and regulatory developments

eSignature and ePayment News and Trends

20 DEC 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, digitally transforming your business – the year's big legal and regulatory developments and breaking news.

Global Anticorruption Newsletter

5 DEC 2018

DLA Piper's *Global Anticorruption Newsletter* offers practical guidance on complying with international bribery laws.

The European Data Protection Board issues long-awaited guidelines on the territorial scope of the GDPR

30 NOV 2018

Among other provisions, the Guidelines concern GDPR's application to entities in the EU even when they process personal data of persons outside the EU.

eSignature and ePayment News and Trends

30 NOV 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, a fintech Q&A with the team, plus the latest developments from the legislatures, the regulators and the courts

Law à la Mode: Word of the industry's mouth; Enforcement of IP rights through Ukrainian customs register; E-commerce in Poland; The development of artificial intelligence in the fashion industry; and more

26 NOV 2018

[LAW À LA MODE](#)

The US editorial team is delighted to bring you the 27th edition of *Law à la Mode*, the quarterly legal magazine produced by DLA Piper's Retail Sector Group for clients and contacts of the firm worldwide.

EU Policy & Regulatory Alert: New Regulation on Foreign Direct Investment Screening in the EU

22 NOV 2018

The European Union is moving fast towards establishing a joint regulatory and policy framework for Europeans to seize the opportunities provided by Artificial Intelligence (AI) and to reinforce Europe's competitiveness in this field.

eSignature and ePayment News and Trends

26 OCT 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, obtaining remote epayment authorizations from customers – are you in compliance? Plus the latest legislative and regulatory news.

CFIUS pilot program mandates declarations for certain non-controlling investments in critical technologies

17 OCT 2018

The pilot program covers critical technologies in 27 industries.

Recent Landmark Case on Comparative Advertising in Hong Kong

12 OCT 2018

On 5 September 2018, the Hong Kong Court of First Instance handed down a significant win to Hong Kong Broadband Network Limited (HKBN) in dismissing a trade mark infringement claim brought against it by the PCCW-HKT group (PCCW). The case is the first decision the Hong Kong Court has made on section 21 of the Trade Mark Ordinance (Cap. 559) (TMO) and provided important guidance on the use of trademarks in the context of comparative advertising.

HKBN was represented by the legal team from DLA Piper Hong Kong led by May Ng, Partner, assisted by Queenie Chan, Associate.

Section 301 additional tariffs on imports of Chinese products: options for high tech and manufacturing companies

3 OCT 2018

Additional tariffs of 10 percent or 25 percent have been imposed on three different lists of thousands of imports from China. Companies can request exclusion from these tariffs.

DLA Piper hosts clients at INTA Annual Meeting in Seattle

27 SEP 2018

More than 10,000 trademark professionals and brand owners from around the world took part in the 140th International Trademark Association Annual Meeting.

How blockchain, Internet of Things and smart contracts improve the supply chain

27 SEP 2018

Incorporating three key technologies into the supply chain can significantly improve profitability while reducing risk.

Four tips for an effective eDiscovery plan in China

19 SEP 2018

A timely and well-documented eDiscovery plan, comprehensively addressing compliance with local laws, can also go a long way to address potential post-collection inquiries.

eSignature and ePayment News and Trends

14 SEP 2018

[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

California Cruelty-Free Cosmetics Act to ban most animal testing for beauty products: key points

12 SEP 2018

Given the dominance of the California market, cosmetic companies are considering how they will adjust their development processes ahead of the 2020 deadline.

China kicks off individual income tax law reform

6 SEP 2018

Regarded as the most influential amendment to the Individual Income Tax Law so far, the law is also a new beginning for IIT Law reform in China.

The Second Circuit rules against DOJ's aggressive assertion of extraterritorial FCPA jurisdiction over foreign accessories

29 AUG 2018

The ruling stands to limit DOJ's ability to bring FCPA charges against foreign nationals who do not travel to the US.

HMRC releases data on transfer pricing, diverted profit tax: key takeaways

14 AUG 2018

HMRC's publication of transfer pricing and diverted profits tax data for 2017/8 shows increasing activity and revenue collected from multinationals.

Congress finalizes CFIUS reform bill to broaden national security reviews of foreign investments

25 JUL 2018

A summary of the major changes FIRRMA presents to the CFIUS review process.

***South Dakota v. Wayfair*: SCOTUS overturns *Quill*, permitting states to require Internet sellers to collect sales and use tax**

25 JUN 2018

Taxpayers should expect a proliferation of state sales and use tax nexus provisions in the near future.

Russia's new VAT rules on cross-border e-commerce services: key points for B2B service providers

14 JUN 2018

Russia has introduced new value-added tax (VAT) rules pertaining to certain cross-border e-commerce services.

What can Al Capone teach us about business and human rights?

23 MAY 2018

You may well ask - how on earth can a mafia capo in Chicago from the early 20th century have anything to do with Business and Human Rights in the 21st century?

Law à la Mode: Social Media Influencers & Effective Disclosures, IP and E-Commerce: Your basic checklist, Longchamp's Handbag Copyright Saga, IP Protection of Fashion Shows in Italy and more

21 MAY 2018

LAW À LA MODE

The UK editorial team is delighted to bring you this special edition of Law à la Mode, produced by DLA Piper's Retail Sector group for distribution to clients and contacts of the firm worldwide and marking the 140th Annual Meeting of INTA in Seattle.

Regulating "trading practices" in B2B supply chains - EU / UK regulations and proposals on contracting and payments between businesses

1 MAY 2018

This article discusses recent scrutiny and existing regulations of business-to-business relationships at the EU and UK levels (including the draft EU Directive on unfair trading practice in B2B food supply chain and draft EU Regulation on online intermediation services, both published in April 2018) and sets out the key considerations for businesses operating within EU supply chains.

Multinationals take note: tax changes in Oman and considerations for foreign investors

24 APR 2018

Services provided by foreign persons to residents of Oman will be subject to Omani withholding tax, wherever the services are performed.

Section 301 trade action against Chinese products: time for quick action

4 APR 2018

Companies wishing to seek removal of a product from the final list have the opportunity to present their views, but less than two months remain before the window completely closes.

EU adopts directive on mandatory disclosure of aggressive tax planning schemes: key takeaways

22 MAR 2018

Enterprises and investors with any EU nexus should be aware that the disclosure requirement will apply to all "intermediaries" and possibly their clients involved in cross-border tax arrangements.

Retail Reimagined: technologies that will drive global disruption over the next ten years

26 FEB 2018

DLA Piper Retail Sector together with Retail Week are delighted to bring you a thought leadership report looking into the future technological changes likely to impact retailers.

Slavery in the supply chain: new corporate reporting obligations for companies

9 DEC 2015

[HEALTH, SAFETY AND ENVIRONMENTAL MATTERS SERIES](#)

The UK's Modern Slavery Act 2015 is in force, imposing on companies new reporting requirements and new enforcement powers, including the creation of an Independent Anti-Slavery Commissioner.

Supply chain planning in the post-BEPS era: five questions for MNEs

22 JUL 2015

After BEPS actions are incorporated into OECD documents and local legislation, tax planning opportunities will still exist, but realizing the benefits of tax planning will require a greater emphasis on economic substance. One often-overlooked area of opportunity is tax-efficient supply chain planning.

EVENTS

Previous

TopCo liability panel

25 JUN 2019
London

NEWS

New report finds retail sector leadership diversity deficit will affect future competitiveness

5 JUN 2019

DLA Piper and executive recruitment and diversity consultancy Green Park today launch *The Retail Leadership 700* report, which reveals for the first time the extent of the lack of diversity within the leadership teams of the top US, UK and European retailers.

DLA Piper announces partnership promotions for 2019

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

DLA Piper successfully defends Samsung Electronics against Dyson

29 MAR 2019

DLA Piper acted on behalf of Samsung Electronics GmbH to lift a temporary injunction obtained by Dyson AG in January 2018 from the District Court of Düsseldorf. The injunction prohibited Samsung from making certain advertising statements for battery-powered vacuum cleaners. As some of the prohibited statements were also on the packaging this led to a de facto ban on the sale for the battery-powered vacuum cleaner.

DLA Piper advises Mothercare on the sale of Early Learning Centre business to the Entertainer

26 MAR 2019

DLA Piper has advised UK retailer Mothercare plc on the £13.5 million sale of Early Learning Centre Limited to TEAL Brands Limited, a subsidiary of TEAL Group Holdings, the holding company of the Entertainer group of companies. Mothercare will use the proceeds from the sale to reduce its bank debt.

DLA Piper team advises Mothercare on £32.5 million equity raise to save the company

3 AUG 2018

A London capital markets team of DLA Piper advised baby and maternity retailer Mothercare plc on its placing and open offer in July, raising £32.5 million through an issue of new shares listed on the main market of the London Stock Exchange. The fundraising is part of Mothercare's restructuring programme, which also calls for Mothercare to close 60 of its UK stores and which should ensure financial stability for the retailer after challenging times.

DLA Piper advises on the acquisition of the Austrian Haas Group by the Bühler Group

27 JUN 2018

DLA Piper has advised Haas Group, the Austrian world market leader of wafer, biscuits, and confectionery production systems, on the sale of their global group to the Swiss company Bühler AG.

DLA Piper advises Waterlogic on Billi Group acquisition

30 APR 2018

DLA Piper has advised Waterlogic on its 100% acquisition of Melbourne-headquartered Billi, a leading designer, manufacturer and distributor of boiling, chilled and sparkling filtered drinking water under-the-sink units operating in Australia, the UK and international markets.

DLA Piper announces partnership promotions for 2018

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

DLA Piper advises Fosun to become majority shareholder of Lanvin

23 FEB 2018

DLA Piper has advised Shanghai-based conglomerate Fosun International Limited and its subsidiaries, on the acquisition of a majority stake in French luxury couture house Jeanne Lanvin SAS. Founded in 1889, Lanvin is France's oldest fashion house in continuous operation.
