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Apparel, Fashion and Textile

Pryor Cashman's extensive apparel, fashion and textile practice places it among the most prominent industry practitioners in the U.S. Several attorneys at the firm spend most of their time counseling apparel clients throughout the industry, including designers, apparel manufacturers, retail stores (ranging from small boutiques to catalogues and mass retailers), domestic and foreign mills, importers and converters.

With the support of the firm's other practice groups, our attorneys have addressed virtually all situations that can arise in connection with apparel-related businesses, including intellectual property issues, corporate transactions, litigation, tax and regulatory matters, and commercial retail and warehouse leasing.

Pryor Cashman's transactional practice has included some of the most significant deals in the apparel market. Recently, we represented:

- Justin Timberlake and his affiliated entities in the renegotiation and restatement of joint venture and related agreements with William Rast
- Marketing Management Group as Receiver for Junior Galley Ltd. (a leading designer and wholesaler of branded women's coats and outerwear) in connection with the sale by Junior Gallery of substantially all of its assets to David Peyser Sportswear, Inc. (parent of Weatherproof and MV Sport)
- The Murjani Group and its subsidiaries in the sale to the Tommy Hilfiger Group (wholly owned by PVH Corp.) of a direct interest in the Tommy Hilfiger business in India, including the buyout of the Murjani Group's license for the Tommy Hilfiger trademarks in India and the acquisition of its 50% interest in Arvind Murjani Brands Pvt. Ltd
- Neil Lane and Neil Lane Enterprises in connection with a License & Cooperation Agreement with Sterling Jewelers, Inc.
- Russell Simmons in connection with a joint venture with Kimora Lee Simmons and others with respect to Makari skincare
- Star Branding in a joint venture with LF USA, Inc. (an affiliate of Li & Fung) to create MESH LLC, a music and artist inspired branded fashion concept which includes designing, developing and marketing denim and fashion products

Other deals which the attorneys in our Apparel, Fashion and Textile group have worked on include the:

- Creation of Jennifer Lopez's company, Sweetface Fashions LLC
- License Agreement between Rich Yung, LLC and 24K Style, LLC
- Master License between Tijs Michiel Verwest, p/k/a Tiesto, his affiliated entities and Movement Intl, LLC

- Merger of Marisa Christina Inc. with Hampshire Group Ltd.
- Sale of Phat Fashions LLC to Kellwood Co.
- Sale of Salant Corp. to Perry Ellis International Inc.

In the leasing area, our real estate attorneys have been involved in:

- Negotiation, on behalf of ownership, of the largest retail leasing transaction ever in New York City at 666 Fifth Avenue to Uniqlo
- Numerous flagship New York City leasing transactions, on behalf of ownership, to Abercrombie & Fitch (including Hollister), Victoria's Secret and Anthropologie

Pryor Cashman's patent attorneys have also provided assistance to our clients in the apparel and fashion industry, working on patents involving, for example, stretch denim jeans, sandals, underwear, jewelry and costumes.

Over the years, our attorneys have played critical roles in deals involving Sean John, Rocawear and other clothing companies which subsequently emerged as major players. Because of our extensive network of industry contacts, the firm has been able to facilitate and conclude innumerable deals ranging from straight-forward sales and purchases of businesses and particular lines to complex joint ventures and partnerships.

Pryor Cashman also supports the day-to-day operations of clients, drafting and negotiating all types of contracts relied upon throughout the industry, including supply, manufacturing, distribution and sales representative agreements.

Given our strong position as counsel to numerous celebrities in connection with our entertainment practice, we have played leading roles in representing licensors in connection with the exploitation of their valuable intellectual property rights. Luminaries such as Kanye West, Usher, Paula Abdul, Mariah Carey, Tyra Banks, Britney Spears, Russell Simmons and countless other celebrities from the music and film industries have relied upon Pryor Cashman for representation in connection with the exploitation of their name, likeness and other valuable intellectual property rights.

We also represent an extensive list of licensees which have acquired rights to branded properties in an effort to capitalize on the intrinsic value of branded merchandise in today's market and which utilize our assistance in developing business relationships with celebrities and other owners of high-profile trademarks in the entertainment area.

While we work hard to assist our clients in avoiding disputes, Pryor Cashman also has a dedicated group of litigators to enforce the rights of our clients when a successful resolution cannot be achieved. Our litigators have decades of experience handling all types of apparel industry disputes, including:

- Disputes between joint venturers, partners and shareholders
- Disputes between licensors and licensees
- Supply, distribution and other contract disputes

- Disputes involving intellectual property

The attorneys in our Litigation Group have also successfully handled some of the leading copyright, trademark, trade dress and unfair competition cases around the country and are responsible for many leading decisions.

Finally, Pryor Cashman has represented numerous international retailers in a wide variety of commercial retail leasing and warehouse transactions, including street, life-style center and mall transactions and outlet centers. Such international retailers include Alexander McQueen, Balenciaga, Bottega Veneta, Calvin Klein, Camper Atlantic Corp., Gucci, H&M, Jimmy Choo, Joe's Jeans, L.K. Bennett, Michael Stars, Sergio Rossi, Stella McCartney, and Yves Saint Laurent.

To read about some of our recent matters in the apparel, fashion and textile area, please [click here](#).