

Browne Jacobson strengthens its UK&I commercial practice with hire of new retail & consumer specialist partner

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Emma, who has worked with a diverse range of clients, including various national and international premium fashion and beauty brands and retailers, commercial agents and distributors, will work with Browne Jacobson's well-established retail & consumer sector clients.

The appointment follows Browne Jacobson's opening of its first overseas office in Dublin in June, which is initially concentrating on developing a market-leading integrated end-to-end TMT practice, focusing on Digital Disruption, Data and IP. Emma will play a key role in helping to deliver a seamless service to the firm's London, Dublin and international commercial client base.

Emma joins the firm from City law firm Fox Williams and brings with her over a decade of experience acting on a broad range of significant contentious and non-contentious commercial contracts matters including distribution, agency, licensing, and franchising, along with extensive recent experience advising on the legal and business issues arising from the use of online platforms.

Emma joins the firm's highly experienced commercial contracts team, which works with an extensive client portfolio of blue-chip multi-nationals, domestic household brands and leading owner-managed businesses. The team has particular expertise in advising on and drafting agency and distribution agreements, franchising, procurement and sales agreements, confidentiality and sponsorship agreements, consumer contracts, IP and IT licences, e-commerce and online auctions, outsourcing contracts and competition advice.

Partner [Declan Cushley](#), who leads Browne Jacobson's UK&I TMT Group, and the firm's London office commented: "Emma is a highly talented commercial lawyer with a real passion for the retail and consumer industry.

"Her appointment is significant for a number of reasons - not only will she bring a wealth of experience to our retail, fashion and consumer sectors, but she will also be a great boost to our current commercial profile in the UK, playing a strategic role in helping to build the bridge between our London and Ireland based commercial teams and enabling them to give clients what they need seamlessly across both jurisdictions."

Partner and head of Browne Jacobson's corporate retail sector, Roland Gray commented: "We are delighted to have Emma join our growing retail & consumer team. She has a fantastic track record of successfully advising high profile and independent fashion and beauty brands on complex commercial matters and is deeply experienced in the ever-changing retail landscape and what opportunities and challenges it could present to our retail client base.

"She is absolutely the right person to join the team at a senior level and help me lead in shaping our retail & consumer strategy."

Emma added: "Browne Jacobson have a strong reputation for being commercially astute lawyers who have a deep understanding of the sectors they serve and produce excellent outcomes for a prestigious and highly diverse client base. The firm is also known for its

refreshing, vibrant and collaborative working culture, so I am thrilled to become part of that and to be working with Declan, Roland and the wider team in delivering our retail & consumer strategy and connecting the dots between our London and Dublin networks.”

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