

## Fashion Week Meets Ad Week

### Facing Off Against Advertising Challenges in the Fashion Industry

09.30.2014

**5:30 p.m. - 6:30 p.m.** Cocktails & Hors d'oeuvres

**6:30 p.m. - 8:00 p.m.** CLE Program

#### Sheppard Mullin

30 Rockefeller Plaza

39th Floor

New York, NY 10112

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Advertising is critical to the fashion industry and establishing a brand. The development of new technologies and new media presents in-house counsel with new and special challenges when trying to connect with consumers. This year's Fashion Week program is being held in conjunction with Ad Week and will address the following advertising legal issues facing the fashion industry:

#### **California Dreamin' or Nightmare: What Every Fashion Advertiser Needs to Know About Doing Business in California:**

Class actions in California and elsewhere in the United States threaten to upset the ways in which fashion retailers do business. This panel will help you avoid a wipeout.

#### **What Every Fashionista Needs to Know About Advertising and Social Media:**

An overview of what you need to know to succeed on the ever changing, immediate and cutting edge of fashion advertising and marketing. A discussion of the trends, the pitfalls and the precautions you can take.

#### **Fashion Jeopardy: The Ethics Version:**

Back by popular demand, the Fashion Apparel and Beauty lightning round quiz focuses on professional issues that are ethical landmines on the fashion legal landscape. Gain knowledge and CLE ethics credits while addressing hot topics of the day.

#### **MCLE Credit**

This program has been approved in accordance with the requirements of the New York State Continuing Legal Education Board for a maximum of 1.5 credit hours which may be applied toward the Areas of Professional Practice requirement, and is suitable for both transitional and non-transitional attorneys. Sheppard, Mullin,

Richter & Hampton LLP is a State Bar of New York approved MCLE provider.

This activity complies with standards for Minimum Continuing Legal Education prescribed by the California State Bar and is approved for 1.5 hours of MCLE credit. Sheppard, Mullin, Richter & Hampton LLP is a State Bar of California approved MCLE provider.

**Questions?** Contact Amy Romaker at [aromaker@sheppardmullin.com](mailto:aromaker@sheppardmullin.com) or 858.720.7403.

## Practice Areas

Advertising

## Industries

Advertising