



RETAIL SUCCESS

Helping you to build business and protect profit





WHO ARE WE?

SA Law is one of only a handful of specialist legal advisers to the retail sector, with valuable insight and advice that help clients to navigate one of the most intense periods in the sector's history.

The recent step-change in complexity and sophistication has driven many new retail trends, from increased customer delivery expectations to the rise in artisan demand. As retailers and their suppliers compete through new technology and channels, they are exposed to a much broader range of risks and regulations, all of which can diminish the bottom line.

SA Law's comprehensive services to retailers are geared towards your two core objectives – building the business and protecting your profit

We minimise your commercial and financial risks, and help you to operate optimally yet compliantly in areas such as property, employment and data protection. We can also guide you through disputes, fraud and other unforeseen events that have the potential to damage your operation.

Talk to one of our retail specialists about how SA Law can help your business towards even greater success.

“SA LAW'S FIRST-CLASS TEAM INSTILLS CONFIDENCE AND EXUDES PROFESSIONALISM.”

LEGAL 500



WHY CHOOSE US?

- You benefit from SA Law's commercial acumen, retail sector insight, and our extensive network of banks, accountants and other leading advisers.
- Our multi-disciplinary expertise covers anything you might come up against, whether it originates from inside your business or from the market around you.
- We can help as much or as little as you need, from a quick chat on the telephone, to an in-house secondment within a legal team.
- Our central London location serves the many national and international retailers headquartered there, while our St Albans office serves the needs of regional businesses across the Home Counties.

OUR CLIENTS?

Organisations

Online retailers
National retailers
International retailers
Multi-channel retailers
Independent retailers
Product and service suppliers
Supply chain logistics

Individuals

Entrepreneurs
Investors
Retail advisers

“EXTREMELY EFFICIENT AND KNOWLEDGEABLE APPROACH TO PROBLEMS, AS WELL AS THE EXCELLENT WORKING RELATIONSHIPS IT FOSTERS.”

CHAMBERS & PARTNERS



HOW WE CAN HELP YOU



Property

Leases and licences
 Portfolio management
 Planning, redevelopment and rationalisation



Information management

Data protection obligations
 Privacy
 Big data



Marketing and brand management

Intellectual property
 Brand portfolio management
 Counterfeiting
 Advertising and sponsorship
 Partnerships and brand 'tie-ins'
 Reputation management



Leadership and people management

Employment
 Immigration
 Directors' duties



Retail operations

Commercial contracts
 Terms and conditions
 Website trading and e-commerce
 Supply chain
 Outsourcing
 Consumer regulations
 Debt collection
 Contractual disputes



Business growth and expansion

Franchising, concessions and space sharing
 Partnering
 Raising finance
 Investor relations
 Mergers and acquisitions
 Due diligence

MEET SOME OF THE TEAM



Tracy Lacey-Smith Partner
Joint Head of Commercial Litigation and Dispute Resolution
tracy.lacey-smith@salaw.com



Amy Sevier Head of Property Dispute Resolution
amy.sevier@salaw.com



Gary Dunger Partner
gary.dunger@salaw.com



Lynsey Newman Consultant
lynsey.newman@salaw.com



Emma Gross Solicitor
emma.gross@salaw.com



Jacqui Button Associate
jacqueline.button@salaw.com



Ayesha Chandegra Solicitor
ayesha.chandegra@salaw.com



Gemma Jones Co-head of Immigration
gemma.jones@salaw.com



Gemma Goodhead Co-head of Immigration
gemma.goodhead@salaw.com



Mary Phillips Associate
mary.phillips@salaw.com

CONTACT DETAILS



salaw.com
St Albans: +44 (0)1727 798000
London: +44 (0)20 7183 5683

[f](#) [@SA_Law](#) [in](#) [g+](#) [@](#) [☰](#)





salaw.com

St Albans: +44 (0)1727 798000

London: +44 (0)20 7183 5683

retail@salaw.com

