



**BUSINESS  
PEOPLE**

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PEOPLE**

# ANATWINE

*“Connecting the world’s most successful fashion brands to the world’s leading fashion retailers.”*

BPE’s relationship with Anatwine began in 2014 when the law firm was appointed by Anatwine’s Founder and Chief Executive, Chris Griffin, at the start of his pioneering online retail technology business. Using bespoke software, the company optimises retailers and brands stock levels by analysing sales data and enabling brands to be launched across retailers’ sites across the world without the need for the retailer to have bought the brand’s stock.

Multi-brand retailers are limited by budget and warehouse space and so can only offer a fraction of a brand’s product range online. The e-commerce offer is not therefore always reflective of a brand’s best-selling products. Anatwine’s technology analyses real time sales data which allows retailers and brands provide their customers with the product they want when they want it.

Anatwine now works with some of the world’s leading retailers on ‘the biggest change in online fashion in a decade’, has a multi million pound turnover and an impressive board of directors which includes Sir Terence Leahy, former CEO of Tesco.

BPE Solicitors helped Chris build the foundations of this massively successfully fast growing business in a multi-team effort that has seen the law firm:

- write Anatwine’s employment and software contracts
- protect the company’s Intellectual Property
- negotiate property leases
- draw up contracts for million pound investments, including the acquisition of 20% shareholding by Europe’s leading online fashion platform, Zalando

“Our work with Chris and Anatwine highlights our commitment to supporting entrepreneurial start up businesses and maintaining a relationship with them as they grow and expand,” explained Tim Ward, a Partner in BPE’s Corporate team. “We’re not just lawyers, we’re part of a business team, helping companies achieve their growth strategies and supporting them every step of the way.”

Anatwine’s growth plans are pretty ambitious both globally and in the UK and the company looks forward to further building their relationship with BPE.

BPE’s dedicated team of corporate lawyers are experts in mergers and acquisitions, take-overs, flotations, management buy outs, disposals and private equity transactions for public and private companies.

From SME’s to listed and quoted companies across a wide range of industries nationally and internationally, we work with you through every stage of your business and with every step of your company’s growth.

**If you have a project you’d like to talk to us about, please get in touch.**  
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**CHRIS GRIFFIN  
FOUNDER  
ANATWINE**

“When you’re working in such a fast moving environment, you need to work with individuals you can trust and know have your absolute best interests at heart”

