



ZOË REYNOLDS
SENIOR ASSOCIATE, COMMERCIAL

PHONE: 01242 248240
MOBILE: 07833 509750
EMAIL: ZOE.REYNOLDS@BPE.CO.UK

Professional Expertise:	25 years' legal and business experience
Specialist Industry Sectors:	Retail, Fashion and Luxury Goods
Fashion Business & Retail Experience:	12 years' experience as a businesswoman in the luxury fashion sector

Before joining BPE, Zoë founded and ran a successful bricks-and-mortar and online retail fashion business, retailing women's apparel, shoes, handbags & accessories from leading luxury and premium brands, including Anya Hindmarch, Chloé, Stella McCartney & Yves Saint Laurent. She also spent 2 years as Managing Director of luxury Womenswear brand Julien Macdonald, best known for dressing VIPs and celebrities for red carpet events, and his highly successful high street collaboration with Debenhams.

As well as managing the brand's retail and wholesale operations (including design, sourcing, production, marketing and ecommerce), the role involved restructuring the business and extending the brand's licensing activities.

Zoë's legal contractual experience includes: drafting and negotiating terms of business, production and supply agreements, distribution agreements, agency agreements, warehousing agreements, consultancy agreements, and contracts relating to brand extension, such as sponsorship, licensing and celebrity endorsement agreements.

Zoë also advises on intellectual property matters, such as copyright, design rights and trademarks, as well as on regulatory issues such as consumer protection and data protection legislation.

Recent work includes: drafting new terms and conditions for an online fashion retailer, advising online retail clients on the practical implications of consumer legislation for resolving consumer disputes, renegotiating franchise agreements and negotiating licence agreements for celebrity branded products.

BPE Solicitors LLP
 St James House
 St James Square
 Cheltenham
 Gloucestershire GL50 3PR

Tel: +44 (0)1242 224433
Fax: +44 (0)1242 574285
Email: bpe@bpe.co.uk
Twitter: @BPE_Solicitors
www.bpe.co.uk