

Launch of the “Luxury Digital Law Series” Digital Law Center, University of Geneva

On 22 October, the Digital Law Center hosted the first webinar of the “**Luxury Digital Law Series.**” The event, titled “**Branding Luxury in the Digital World: Opportunities and (Legal) Challenges,**” focused on current practical issues pertaining to the luxury industry and its digital expansion. The webinar featured three high-profile panelists: Mr. **Philippe Meyer** (Deputy Digital Marketing Director, Richemont Group), Professor **Eleonora Rosati** (Associate Professor, Stockholm University; Of Counsel Bird & Bird, Milan and London), and Prof. **Felicitas Morhart** (Professor, University of Lausanne). Professor **Irene Calboli** (Academic Fellow, University of Geneva; Professor, Texas A&M University) and Professor **Jacques de Werra** (Professor and Director, Digital Law Center, University of Geneva) moderated the event.

In particular, the panelists discussed the rise of e-commerce in the luxury industry—notably increased access, distribution, and related opportunities and threats. They focused on how the digital environment is reshaping luxury shopping experiences, how the luxury industry is adapting to new forms of online communication, including branding by influencers, and the ensuing potential legal challenges. Professor Morhart specifically highlighted that the pillar of luxury—exclusivity—could find an inherent challenge in the digital space but also a unique opportunity in carving out “digital luxury experiences.” Mr. Meyer discussed examples on how digital is enhancing the visibility of luxury products but also requires a new way of thinking from the marketing standpoint. Professor Rosati built on these remarks and highlighted how lawyers practicing in this area need to combine expertise in Intellectual Property and Digital Law. As special guest to the webinar, Mr. **Marcus Höpferger**, Senior Director of the Department for Trademarks, Industrial Designs and Geographical Indications at the World Intellectual Property Organization, raised the important consideration of the relation between trademarks, domain names, and search engines, and how this can affect the luxury industry and its branding on the digital world.

The webinar was attended by over 40 participants. Next webinar will take place on 5 November 2020 and will focus on “**E-Commerce and Virtual Reality: The Solution to Navigating Turbulent Times?**” For information and registration see: <http://luxurydigitallaw.ch>

