

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

On 5 November 2020, the Digital Law Center hosted the Second Episode of the **Luxury Digital Law Series**. The webinar, titled “**E-Commerce and Virtual Reality: The Solution to Navigating Turbulent Times?**,” focused on how the digital environment is reshaping luxury experiences and featured the following panelists: Ms. **Louise Firestone** (Senior Vice President and General Counsel, LVMH Moët Hennessy Louis Vuitton Inc.), Mr. **Seth Hays** (Chief Representative Asia-Pacific, International Trademark Association (INTA)), and Dr. **Simona Lavagnini** (Partner, LGV Avvocati, Milan). Professor **Irene Calboli** (Academic Fellow, University of Geneva; Professor, Texas A&M University) and Ms. **Hélène Bruderer** (IP/IT Law PhD Candidate, Digital Law Center, University of Geneva) moderated the event.

In particular, the panelists discussed how e-commerce and digital disruption brought additional opportunities to the luxury industry. The panelists also focused on the impact of social media, notably how luxury companies may use social media to support specific causes. Finally, the panelists discussed how third parties (including influencers) may misuse a company’s name. Ms. Firestone discussed the rise of e-commerce and virtual reality experience during the COVID-19 pandemic. She explained how the lockdown has affected luxury retailers’ engagement with customers. Mr. Hays presented a survey about the Gen Z consumers (on the Asian market) conducted by INTA. He also elaborated on how social media can be used to influence consumers to avoid counterfeits. Finally, Dr. Lavagnini discussed the legal challenges raised for content providers and practical case law in relation to selective distribution and dynamic injunctions.

As special guest to the webinar, Mr. **Philipp Von Kapff** (member of the Boards of Appeal at EUIPO) raised several questions in relation to e-commerce. Another special guest to the webinar, Professor **Gail A. Lione** (Corporate Director, Senior Counsel at Dentons and Adjunct Professor of Intellectual Property at Georgetown University Law Center) highlighted the importance of Corporate Social Responsibility in the Digital Age.

The webinar was attended by over 40 participants. Next webinar will take place on 19 November 2020 and will focus on “**Securing Intellectual Property with Blockchain.**” For information and registration see: <http://luxurydigitallaw.ch>

