

# Fashion Law and Management Deusto Summer School

27 June  
— 01 July 2022

This course is designed for fashion professionals, entrepreneurs, legal practitioners, students and those working in the fashion and legal sectors who want to explore current legal and business dimensions of the fashion industry.



Daniel Caulfield-Sriklad, 2021, MA Fashion Curation, London College of Fashion, UAL | Photograph: UAL

The fashion industry is going through a significant process of **change** due to **globalisation** and the impact of new **technologies**. Fashion is recognised as one of the pillars of a nation's **identity**, with dynamic and **innovative** firms that have become powerful economic drivers. The sector is increasingly complex, and needs sophisticated and **professional advice**. This summer course brings together leading **international experts** from the business and legal domains, fashion professionals in established brands, start-ups, fashion and entrepreneurship students and those in the legal sector wanting to expand their **knowledge** in this field. The course will provide an interactive and stimulating environment where participants can engage and develop their understanding.

<b>27 June</b>	10 – 13.30	<b>Sanjeev Davidson</b> , International Management Consultant ‘Fashion Players: The Importance of Product to Fashion Businesses and Design in Product Management. Presenting Different Market Levels, Brands/Retailers and Emerging Businesses’  Guest speaker: <b>Ainhoa Garcia Echaniz</b> , RTW and Shoes Director, Loewe
	14.30 – 17	<b>Renata Domingues Balbino Munhoz</b> , Professor of Fashion Law ‘Global Regulations in Fashion Law: Specificity of the Market from a Legal Point of View’ (Lecture and in-depth discussion)
<b>28 June</b>	10 – 14	<b>Dr Lan Wang</b> , Lecturer in Management, Finance and Economics ‘Online Retailing, Omnichannel Complexity and Competition Issues’  Guest speakers: <b>Emilio Mosteiro</b> , Head of Communication, Mango & <b>Matthew Walsh</b> , Director of Data and Retail, IMRG
	15 – 17.30	<b>Renata Domingues Balbino Munhoz</b> , Professor of Fashion Law ‘Contracts in the Fashion Market’ (Lecture and in-depth discussion)
<b>29 June</b>	10 – 13	<b>Jeanne Nielsen</b> , Senior Fashion Professional, Specialist in Sustainability and Supply Chains ‘Supply Chains, Traditional and Current Value Chains, Customer-Led Models and Blockchain’  Guest speaker: <b>Roberto Battistoni</b> , Consumer Products Solutions Lea, IBM
	14 – 16.30	<b>David Fuentes</b> , Associate at Bird & Bird’s ‘Brand Strategies and the Importance of IP Protection’ (Lecture and in-depth discussion)
<b>30 June</b>	10 – 13.30	<b>Dr Roberto Murcio</b> , Fashion Analytics and Forecasting expert ‘My Big Data: How our Online Presence Helps to Enhance Sales’  Guest speaker: <b>Marco Trincavelli</b> , Lead Data Scientist and Head of AI Research at H&M
	14.30 – 17	<b>María López Belloso</b> , Lecturer of Law & <b>Lorena Alonso Molano</b> , GUCCI Rome ‘It is not only about beauty: new technologies ‘contributions to a fairer Fashion sector’ (Lecture and in-depth discussion)
<b>01 July</b>	10 – 18.30	<b>Visit to Balenciaga Museum and Getaria</b>

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**London College of Fashion, UAL**

**Dr Lan Wang** is a lecturer in Economics and Finance at the Fashion Business School, UAL. In addition to her academic career, Lan has worked for the Bank of China and the World Bank. Lan's research interest is in green finance, sustainable investment, climate policy, and carbon market design.

**Sanjeev Davidson** is a lecturer on courses across LCF's Leadership and Management Programme. He is an experienced International Management Consultant and a recognised Executive Mentor specialising in Fashion Brand Management. Previous experience has involved directing and managing design teams, working in the UK, US, China, Indonesia and across Europe, and a specialisation in design innovation and management at companies including Hackett London, Fox Racing, Firetrap and Intrex.

**Dr Roberto Murcio** is a Senior Lecturer in Geographic Data Science at Birkbeck, University of London and Honorary Researcher at the Centre for Advanced Spatial Analysis, UCL. He is currently also collaborating as Associate Lecturer for the MSc Fashion Analytics and Forecasting, LCF. He has been involved in Big Data projects for more than ten years in academia and the public and private sectors.

**Jeanne Nielsen** is the Course Leader for MA Fashion Design Management at LCF and teaches across a wide range of units. Her current research explores blockchain technology implementation within fashion supply chains. Previous experience has involved managing critical paths, working with suppliers in India, China and Europe, and a specialisation in product development and management at companies including Friis & Co, Lily Gardner and Hackett London.

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**University of Deusto, Bilbao**

**Renata Domingues Balbino Munhoz** is a Lawyer and Professor at Mackenzie Law School, São Paulo, Brazil, where she is Academic Coordinator in Fashion Law. She is a founding partner of RBM Law and OPIM (International Fashion Research Observatory).

**David Fuentes** is an associate in Bird & Bird's Madrid office, with experience across a wide range of intellectual property work. His practice covers all IP-related matters, with a particular expertise in copyright and related rights. His work includes intellectual property-related litigation cases, advising large companies and individuals on intellectual property matters, and representing companies in negotiations

**Lorena Alonso Molano**, Fashion Designer & Pattern Drafter by the École Supérieure des Arts et Techniques de la Mode, ESMOD (Dubai). Fashion Design and Sustainability workshops in Central Saint Martins University and British Council. Winner of "Diversity & Inclusion Tailored Design Program by Gucci" in Istituto Europeo di Design (IED, Roma). Currently working as a Shoes Designer in Gucci

**María López Belloso (PhD)** is a lecturer and researcher at the Social and Human Sciences Faculty at the University of Deusto. She holds a degree in Law from the University of Deusto, MA in Humanitarian Action (NOHA) and a PhD in Human Rights earned at the same University. Her thesis on Truth, justice and reparation processes for victims of forced disappearance in Western Sahara received the Brunet Prize in 2017. She coordinates the Cluster of Human Rights and New Technologies in the European Master in Human Rights and Democratization. Her research is especially focused on the interdisciplinary and intersectional approach to human rights violations and gender equality.

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Booking: [bit.ly/flm-booking-22](https://bit.ly/flm-booking-22)

Fees: €800

Number of hours: 26

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Location: University of Deusto, Bilbao, Spain  
For further details on University of Deusto's summer schools see:

[deusto.es/summerschool](https://deusto.es/summerschool)

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For registration enquiries please email:

[law@deusto.es](mailto:law@deusto.es)

