

## Protecting Value and Promoting Growth: Mediation and arbitration for fashion and luxury disputes

**30 September 2025 | Virtual | 10:00 – 15:15 CET**



### Program: agenda and speakers bio

The event aims to promote the understanding of how arbitration and mediation can be optimised to serve the unique needs of the **fashion and luxury** sectors. It will feature a keynote speech, an introductory lecture on recent trends and issues in the sector, and sessions illustrating concrete arbitration, mediation, and procedural aspects.

Speakers include WIPO mediators and arbitrators, in-house and external legal counsel, and WIPO AMC representatives, all steeped in the conduct of international mediation and arbitration in the sector.

# Agenda

## **10:00 – 10:20      Opening**

Mr. Marco Alemán, Assistant Director General, WIPO  
Mr. Phillip Landolt, Chair, European Branch of Ciarb

## **10:20 – 10:40      Overview: WIPO Mediation and Arbitration to Resolve Fashion and Luxury Disputes**

Mr. Ignacio de Castro, Director, WIPO AMC

## **10:40 – 11:10      Current Trends in Fashion and Luxury**

Current Trends in Fashion and Luxury  
Ms. Irene Calboli, Regents Professor of Law, Texas A&M University  
School of Law and Academic Fellow, University of Geneva  
Mr. Gian Paolo Coppola, Partner, LCA

## **11:10 – 11:50      Panel I: Disputes in Fashion and Luxury**

Moderator: Mr. Jacopo Monaci Naldini, JMU  
Mr. Francesco Rossi, Partner, Spheriens  
Mr. Gustavo Andrés Martín Martín, Judge, Alicante Commercial Court  
Mr. Jacques de Werra, Professor of the Law of Obligations and  
Intellectual Property Law, University of Geneva

## **11:50 – 12:30      Panel II: Arbitration, Mediation, or Court Litigation? Strategic Considerations for Fashion and Luxury Brands**

Moderator: Ms. Heike Wollgast, Head, WIPO AMC  
Ms. Susana Fernández, Head of IP Strategy, INDITEX  
Ms. Joyce A. Tan, Founding Partner, Joyce A. Tan & Partners  
Ms. Zhuang Zhe, Senior Partner, Tiantong Law Firm, IP law Professor,  
South China University of Technology

## **12:30 – 13:30      Break**

## **13:30 – 14:10      Designing ADR Clauses in Fashion and Luxury Contracts**

Mr. Phillip Landolt, Chair, European Branch of Ciarb, Landolt & Koch  
Ms. Chiara Accornero, Legal Officer, WIPO AMC

**14:10 – 15:00**

**Panel III: ADR in the Age of Ethical Luxury and Sustainable Fashion**

Moderator: Natalia Gulyaeva, Partner, Hogan Lovells

Ms. Olivia Dhordain, Founder, Outboxing IP

Ms. Ida Palombella, Partner, Deloitte

Ms. Begoña Cancino Garín, BCG Law IP & Fashion

**15:00 – 15:15**

**Concluding Remarks**

Mr. Phillip Landolt, Chair, European Branch of Ciarb

## Registration

To book your place, please click [HERE](#)  
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# Speakers bio

## Opening

### **Mr. Marco M. Alemán:**

Marco M. Alemán is WIPO's Assistant Director General, leading the IP and Innovation Ecosystems Sector. He studied law at the Javeriana University (Bogotá, Colombia) where he obtained an L.L.M. degree. Mr Alemán holds an Advanced Research Studies diploma (DEA) and a Ph.D. in Law from the Alcala University (Spain). He first practiced as an IP Attorney, before being appointed Head of the Colombian Industrial Property Office and invited as a Fellow Visiting Researcher at the Max Planck Institute (Munich, Germany). He joined WIPO as Senior Program Officer, Office of Cooperation for Development for Latin America & the Caribbean, was then appointed Deputy Director in the Division for Public Policy and Development, and then Director for the Patent Law Division.

### **Mr. Phillip Landolt:**

Phillip Landolt is Chair of the European Branch of Ciarb and a founding partner of the Geneva international arbitration law firm LANDOLT & KOCH. He holds a bachelor's degree from the University of Ottawa, a J.D. from the University of Toronto, a Ph.D in Law from the University of Cambridge that included a year's doctoral research at each of the Università degli Studi, Ferrara (Italy) and the Albert-Ludwigs-Universität Freiburg (Germany), and a Post-Graduate Diploma in EU Competition Law from King's College, University of London. Phillip is a Barrister & Solicitor (Ontario, Canada), a Solicitor (England & Wales), and an avocat (Geneva, Switzerland). He focuses his practice on advocacy (counsel and co-counsel), and serves as an arbitrator and legal expert.

## **Overview: WIPO Mediation and Arbitration to Resolve Fashion and Luxury Disputes**

### **Mr. Ignacio de Castro:**

Ignacio is the Director of the WIPO Arbitration and Mediation Center (WIPO AMC). He is a Spanish lawyer and an English solicitor. Ignacio holds an LLM degree from King's College London. Before joining WIPO, he practiced in London at Baker & McKenzie and Freshfields Bruckhaus Deringer. Ignacio is responsible for the administration of mediation, arbitration and domain name cases filed with the WIPO AMC and the promotion of WIPO alternative dispute resolution (ADR). He leads the development of ADR collaborations with IP and Copyright Offices and Courts and of ADR procedures tailored to specific intellectual property areas.

## **Current Trends in Fashion and Luxury**

### **Ms. Irene Calboli:**

Irene Calboli is Regents Professor of Law at Texas A&M University and Academic Fellow at the University of Geneva. She is a graduate of the University of Bologna, Queen Mary University of London, and the London School of Economics. Irene regularly advises governments on IP matters and contributes as Expert to the WIPO, the WTO, and the International Trade Center. She is an elected member of the International Academy of Comparative Law, the American Law Institute, and the European Law Institute. She is the editor of 'The Handbook of FASHION LAW' (OUP, 2025 with E. Rosati).

### **Mr. Gian Paolo Coppola:**

Gian Paolo Coppola is a partner at LCA in Milan with extensive experience in international arbitration. He is qualified in Italy and, as a Solicitor, in England and Wales. Gian Paolo is a member of the ICC Italy Commission on Arbitration and ADR and an international delegate to the Global Commission. He co-authored the Practical Commentary on the Rules of the Chamber of Arbitration of Milan, published in Italian and English. Gian Paolo assists clients across various industries, covering sectors like construction, sports, tech, luxury, and AI.

## **Panel I: Disputes in Fashion and Luxury**

### **Moderator: Mr. Jacopo Monaci Naldini:**

Jacopo Monaci Naldini is a partner at JMU in Florence and a Fellow of the Chartered Institute of Arbitrators of London. Jacopo holds a law degree from the University of Siena and an LL.M in International Business Law, University College of London. He contributes to prime associations with key roles: he is Italy's country representative in the Dispute Resolution Board Foundation, board member in the Associazione Italiana dell'Arbitrato, regional representative in the Italian Chamber of International Lawyers, member of the Italian Forum for Arbitration and ADR, of the Spanish Arbitration Association, and of the London Court of International Arbitration amongst others.

### **Mr. Francesco Rossi:**

Francesco Rossi is a partner at Spheriens Italy, expert in domestic & international civil litigation, extrajudicial matters, patents, trademarks, copyright, design, and competition. He has a law degree from Università La Cattolica (Milan) and a Ph.D. in Commercial Law, Intellectual Property and Competition from University of Parma. Francesco serves at La Cattolica University as Subject Expert in IP Law, Private Law, and Civil Law and is a master teacher. He is an Editorial Board member of the Italian IP case-law review and writes for IP law journals and handbooks.

**Mr. Gustavo Andrés Martín Martín:**

Gustavo Andrés Martín Martín is a Spanish Judge at the Alicante Commercial Court. He serves as Coordinator of the First Instance Tribunal of EU Trademarks and Community Designs. Gustavo graduated in Law from the University of Salamanca, with an Erasmus at the University of Westminster and a training at the London School of Economics. He holds an LL.M. in Private Law and an International PhD in Law. Gustavo was awarded a research fellowship at the Max Planck Institute in Munich. He is Honorary Professor at the University of Alicante. His research and judicial work on the enforcement of intellectual property, competition law, and unfair commercial practices has made him issue landmark decisions and author academic works.

**Mr. Jacques de Werra:**

Jacques de Werra is professor of contract law and intellectual property law at the Faculty of Law of the University of Geneva. He holds a PhD from the University of Lausanne and a Master in Law (LLM) from the Columbia Law School. Jacques teaches as visiting professor in leading universities including at Harvard Law School (for a course on international IP transactions), Stanford Law School and Paris II Panthéon-Assas. He regularly acts as arbitrator, legal expert and consultant in IP law, technology & digital law, contract law and sports law. He is a member of the Committee of the Geneva Master in International Dispute Settlement (MIDS).

**Panel II: Arbitration, Mediation, or court litigation? Strategic Considerations for fashion and luxury brands****Moderator: Ms. Heike Wollgast**

Heike Wollgast is Head of the IP Disputes Section at the WIPO Arbitration and Mediation Center (WIPO AMC). She is a German lawyer and holds a Ph.D. in European Community Law from the University of Cologne. Heike oversees the administration of WIPO mediation, arbitration and expert determination cases, and leads legal and policy developments relating to WIPO Alternative Dispute Resolution (ADR). This includes the development of ADR schemes adapted to specific industry sectors, as well as ADR collaborations with IP authorities and courts worldwide.

**Ms. Susana Fernández:**

Susana Fernández is Head of IP Strategy at INDITEX. She holds a Law degree from the University of Valladolid (Spain) and a master in legal practice from the Instituto de Empresa of Madrid. When she joined one of the world largest retailers 30 years ago, she had the responsibility to build the IP area of practice. Susana is responsible for the IP strategy of the group worldwide for its eight commercial formats (Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Lefties). She has been nominated in the top 300 World Leading Trademark Professionals in fashion and retail brands ('WTR300 World Leading Trademark Professional').



**Ms. Joyce A. Tan:**

Joyce A. Tan is the founder and executive chair of Joyce A. Tan & Partners LLC, a Singapore commercial legal practice specialized in intellectual property, telecommunications, media and technology. Joyce holds a Bachelor degree with Honours in Law from the National University of Singapore. She has served as an expert before the Supreme Court of Singapore in legal proceedings on domain names and cybersquatting. Joyce is quoted in numerous international, Asian regional and Singaporean legal publications such as Legal 500, AsiaLaw Leading Lawyers, and World Trade Mark Review. In 2025, Chambers and Partners admitted Joyce to the rank of senior statesperson.

**Ms Zhuang Zhe:**

Zhuang Zhe is Senior Partner at the Tiantong Law Firm and IP law Professor at the South China University of Technology. She holds a Bachelor and a Master in Laws from the Zhongnan University of Economics and Law (ZUEL). She served as Chief Legal Officer of a Fortune 500-listed technology company before joining the legal practice. Ms Zhuang has represented leading fashion brands like SHEIN in landmark disputes in apparel design counterfeiting and e-commerce image infringement. Her cases serve as best practices for the Chinese judiciary and she is ranked as a Leading Lawyer in The Legal 500 Asia-Pacific. She contributes to key professional associations such as the Overseas IPR Dispute Resolution and the ICC China IP Commission.

**Designing ADR Clauses in Fashion and Luxury Contracts****Ms. Chiara Accornero:**

Chiara Accornero is a Legal Officer at the WIPO Arbitration and Mediation Center in Geneva. Chiara was the Center's representative at Maxwell Chambers in Singapore from 2017 until mid-2021. In her role, Chiara is responsible for the management of cross-border intellectual property and technology related disputes and promotion of WIPO ADR services globally.

**Mr. Phillip Landolt: see Opening****Panel III: ADR in the Age of Ethical Luxury and Sustainable Fashion****Moderator: Ms. Natalia Gulyaeva**

Natalia Gulyaeva is a partner at Hogan Lovells based in Dusseldorf. Admitted to practice in England & Wales, Germany and Russia as a patent, design and trademark attorney, she holds her Ph.D. in trade secrets. Nathalia is recognized for her expertise in resolving complex cross-border disputes and for her deep understanding of IP, technology and data. She acts as counsel, arbitrator and mediator. Natalia is a fellow and committee member of CIArb's European Branch, of the WIPO Mediation and Arbitration Advisory Committee and of INTA's ADR Committee.

**Ms. Olivia Dhordain:**

Olivia Dhordain is a French IP lawyer member of the Paris bar and registered as an EU Attorney with the bar of Geneva where she has chosen to create her own law practice under the name OUTBOXING IP. She offers her clients the experience and expertise she has acquired from 25 years of using IP as a tool for business growth. She holds a law bachelor's and master's degree from Paris Pantheon Assas. After working at Clifford Chance as an IP litigator for a variety of brands in different industries, Olivia became the in-house Deputy Chief IP Counsel of the world's second largest luxury group, managing the IP of 26 of the most aspirational brands.

**Ms. Ida Palombella:**

Ida Palombella leads the IP, IT and Data Protection practice at Deloitte Legal Italy. She has over 20 years of experience in the fashion industry and serves as Fashion & Luxury EMEA Leader and Global Co-Leader at Deloitte. Her fashion expertise is both in-house (Valentino) and as external counsel, whereby she assisted brands such as Bottega Veneta, Versace, and Ferragamo. Ida teaches Fashion Law at Università Cattolica (Milan) and is scientific director at the Milan Fashion Institute. Given her expertise in fashion law, she is often interviewed by Legal500.

**Ms. Begoña Cancino Garín:**

Begoña Cancino Garín is the founder of BCG Law IP & Fashion in Mexico. With 25 years of experience, she is a recognized expert in intellectual property, cultural heritage, and fashion law. Begoña holds postgraduate degrees from Yale, Fordham, Buenos Aires, Salamanca, Politecnico di Milano (fashion law), and Peru (intercultural conflict & ethnic fashion). She served at the IP Office in Mexico and founded the National Fashion Law Committee at ANADE. She contributes to legal reform discussions and is a frequent lecturer at WIPO, USPTO, AMPPI, ASIPI, and major universities.

**Concluding Remarks**

**Mr. Phillip Landolt: see Opening**