

Fifth and final Episode of the “Luxury Digital Law Series” at the Digital Law Center

On 17 December 2020, the DLC hosted the fifth and final webinar of the “Luxury Digital Law Series” on the topic of “A Marketing Shifts in the Digital Age: Social Media and Influencers”. The webinar featured Mr. **Vincent Montalescot** (Executive Vice President, Montblanc), Ms. **Arlène Marcé** (Maison Lead Intellectual Property Counsel, Richemont Group Legal) and Ms. **Julie Zerbo** (Founder and Editor in Chief, The Fashion Law). Prof. **Irene Calboli** (Academic Fellow, University of Geneva; Professor, Texas A&M University) and Prof. **Jacques de Werra** (Professor and Director, Digital Law Center, University of Geneva) moderated the event.

Mr. **Vincent Montalescot** opened the session and presented the evolution of Mont Blanc’s brand. He presented one of Mont Blanc’s latest marketing campaign with its new brand ambassadors. Ms. **Arlène Marcé** followed by highlighted the marketing shift for luxury brands during the last decade, in particular from being at the outset reluctant to collaborate with influencers to conducting some marketing campaigns through this channel. She addressed some of the legal challenges in this respect and presented the regulatory obligations in Europe pertaining to the transparency requirements in relation to partnerships on social media. She then presented some clauses to be included in an agreement between a brand and an influencer. Ms. **Julie Zerbo** continued the discussion and focused on the regulatory approach of the Federal Trade Commission (FTC) in the US. She pointed out that the FTC requires influencers to disclose partnerships in their posts on social media. She also presented a recent lawsuit that arise with an employer forcing its employee to endorse (through ratings and comments) the products it is selling on different platforms. Thereafter, the participants had the chance of asking their questions and had a lively discussion.

The webinar was attended by over 35 participants. **Many thanks for all those of you who attended this Series!** If you are interested by Digital Law and for our upcoming activities, please visit: <https://www.digitallawcenter.ch>

