

# APPAREL INDUSTRY OVERVIEW

BOCA RATON / DESTIN / FT. LAUDERDALE / MIAMI / ORLANDO / TALLAHASSEE / TAMPA / WEST PALM BEACH

## INDUSTRY KNOWLEDGE AND EXPERIENCE

Florida enjoys a wide diversity of business types and is home to a thriving apparel and fashion industry. Miami and South Beach have a long history of attracting designers, models and photographers. Prominent design and apparel companies are proud to call Florida home and look to Broad and Cassel for their many legal needs.

The industry faces a unique set of challenges, and must anticipate, identify and respond to changing consumer demands and fashion trends. The challenge moves on to getting the products to customers through retailers. This necessitates a wide range of commercial agreements.

Broad and Cassel apparel attorneys are well versed in all areas regarding the fashion and apparel industry, including staying attuned to world-wide trends.

## AREAS OF EXPERTISE

In this highly competitive industry, companies continually face worldwide counterfeit and unfair competition. The protection of intellectual property becomes paramount. Our apparel industry attorney's are experienced in all areas of law affecting the industry including:

- Commercial Litigation
- Corporate and Securities
- Intellectual Property
- International Law
- Labor and Employment
- Taxation

## INDUSTRY INVOLVEMENT

### PERRY ELLIS INTERNATIONAL, INC.

As general counsel to Perry Ellis, our attorneys have assisted this large apparel industry leader in various matters and transactions, including their first public offering and by introducing them to their initial underwriters, helping take this multimillion dollar company to its current billion dollar status. Our apparel attorneys perform all SEC compliance matters for Perry Ellis, including: periodic reports, proxy statements, Form 8K filings, insider filings, annual meetings, and Rule 144 opinions. In addition we have represented Perry Ellis in the following transactions:

- \$60 million senior credit facility Congress Financial
- \$57 million bond offering underwritten by Wachovia Securities(First Union)
- \$25 million acquisition of "Jantzen"
- \$100 million bond offering underwritten by Merrill Lynch
- \$75 million acquisition of "Perry Ellis"
- \$40 million acquisition of the "John Henry" and "Manhattan" trademarks
- \$18 million acquisition of the "Munsingwear" trademark