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# TRAILBLAZERS

WEST

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WITHERSWORLDWIDE



**What was the genesis of the path that has made you a trailblazer?**

My practice was born out of three things: intrigue, collaborative competition avoidance and unexpected inspiration. More specifically, notwithstanding my high-tech background, fashion had always intrigued me. Competing with other lawyers by doing the same things they were doing did not interest me.

And, a Google-Levi Strauss collaboration that involved weaving micro-electronic technology into textiles to create touch-sensitive fabrics became a source of inspiration. It got me thinking about legal issues at the intersection of fashion and technology. I did some research, and concluded very few people even knew about fashion technology, and there were likely to be exciting opportunities in areas like IP. After months of preparation, including intensely studying the fashion industry, I started my own fashion technology-focused law firm. I eventually joined Withers, where I head its global fashion technology practice. With its global tech practice, nearly 30 years of experience advising fashion brands and creatives, and offices in major technology and fashion centers throughout the world, I am proud to say our fashion technology practice really is one for a changing world.

**What sort of change has resulted from the concept?**

Historically, entrepreneurs and emerging companies were left to consult with lawyers about discrete legal issues, and there were limited specialized legal resources available to these clients. I wanted fashion technology innovators to have another option, and now they do.

**What bearing will this have on the future?**

My belief is that to keep pace with client needs and adapt to a changing world, lawyers need to be more nimble, innovative and entrepreneurial. Hopefully, our fashion technology practice will inspire young lawyers to think differently about the ways they practice, and my journey will inspire young girls to think about STEM and law careers.