

**As we head into the summer holiday season, we are seeing green shoots with retail sales and GDP globally generally on the rise. The vaccination roll out is providing a crucial barrier between infection and hospitalisations.**

The global retail market has seen a significant shift in consumer behaviours since the start of the pandemic and we are currently working with colleagues at leading retail consultancy Retail Economics on a report showing the impact of this on the Retail Experience Economy. The report will be launched in the autumn and we look forward to sharing our findings with you.

In the meantime, we highlight some key trends, legislation updates and best practices to protect and enhance your business.

Have a wonderful summer.

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## Driving the Retail Experience Economy Through Digital Transformation

Facing the ever-changing digital transformation programmes is one of the biggest challenges for retailers to interact with their customers and suppliers, so it is important to protect your brand and have robust controls of endorsement and sponsorship deals. We are here to help you establish a solid consumer experience, reputation and, in turn, revenue.

To support you in assessing the impact on your operations, supply chain, brand and marketing, as well as against numerous commercial risk factors, we have developed the Retail Digital Transformation checklist in order to guide you through the journey of digital transformation.

Within our guide, our retail specialists provide practical insights and solutions across all of your business needs, including:

- Commercial and technology
- Advertising, brand and consumer
- Data privacy and cybersecurity

To find out more, [download our guide](#) or contact [Carlton Daniel](#), [Simon Jones](#) or [Francesca Fellowes](#).

## Deconstructing the 2021 Democratic Powers Summits (G7, NATO and EU-US) – What Do They Mean for Your Business?

The 47th G7 summit took place in the UK between 11 and 13 June 2021. The G7 presidency convened with a key focus on economic cooperation to build back better post-pandemic and reinforce the alliance against other global powers that pose ideological and strategic challenges. The seven members (the UK, the US, Canada, Japan, Germany, France and Italy, plus the EU) were joined by guest countries Australia, India, South Korea and South Africa at this year's G7.

The G7 meetings were followed by a meeting of NATO allies and an EU-US Summit. One week on from the summits, our panel of politicians, ambassadors and legal experts explored the impact that the conversations and decisions made will have on global businesses.

This is highly relevant for retailers due to the focus on climate, trade, tech, tax and more, in which retailers are significant global stakeholders.

To find out more, please [download our summary guide](#) or contact [Matthew Lewis](#) or [Matthew Kirk](#).

## Mitigating ESG Risk

We are delighted to launch our new checklist aimed at supporting businesses to manage and address environmental, social and governance (ESG) risks.

We have also set out the risk reviews that should be undertaken periodically to ensure you are managing potential areas of ESG risk.

All of this is set out against a backdrop of growing litigation threats as claimants increasingly look to exploit corporates' ESG policies, practices and disclosures as part of their litigation strategies.

For further information on our insights, and to access the framework, please [download our guide](#) or contact [Louise Barber](#).

## Defamation and Reputation Management: The Key to a Successful Outcome Is to Act Immediately

With the ever-increasing use of social media, reputations can be damaged or destroyed by a competitor, or disgruntled/vexatious customers, employees, influencers (including celebrities) and brand ambassadors, in a matter of seconds.

These claims can be very high profile but, managed quickly and effectively from the outset, can often be dealt with successfully and cost-effectively. This checklist is for individuals and companies to consider, whether they be accused of defaming another or experiencing a threat to their own reputation, to ensure that the matter is managed properly from the outset.

To find out more, [download our guide](#) or contact [Carlton Daniel](#).

## Other Useful Resources

- [Webinar Recording: UK Business Immigration Update: What You Need to Know About Post-Brexit Changes From 1 July 2021](#)
- [Advertising, Media and Brands Newsletter: Global Hot Topics for Advertising, Media and Consumer Brand Executives](#)

## Global Edge – Free Trial of Award-winning HR Technology Resource

As retailers become more global, in-house lawyers and HR professionals are finding it increasingly difficult to keep on top of key employment laws and developments in the countries where they do business. Global Edge is the next level of legal innovation, where design, technology and legal knowledge merge into one, helping multinational retailers and other companies save time and money when researching foreign employment law requirements. To request a complimentary demonstration or register for a free trial, please contact [Global Edge](#).

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