

Catherine Adam

Partner

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OVERVIEW

Catherine Adam is a partner and has experience in a range of industries with a particular focus on clients in the retail, fashion and leisure sectors. She advises on B2B and consumer matters for e-commerce retailers, fashion brands and traditional retailers as well as high end restaurant groups. Catherine's retail experience encompasses supply chain issues with a particular focus on third party logistics (warehousing and fulfillment). For her fashion clients who range from global brands to early stage market entrants, Catherine advises on licensing, logistics, talent, distribution, sales and collaboration agreements as well as frequently providing quasi-in house counsel strategic input across a broad range of commercial matters. In the leisure space her focus is on day-to-day advisory as well as commercial joint ventures. Catherine's key strength in advising these clients is her in-depth understanding of their sectors which enables her to provide highly tailored commercial solutions.

As a commercial lawyer Catherine's focus is on understanding her clients' business and getting to the heart of what it is they are trying to achieve (short, medium and long term). Once this is clear Catherine works with them on structuring, documenting and negotiating legal relationships making sure their commercial objectives are always at the forefront. Having initially qualified as an asset finance lawyer, Catherine also adds an understanding of financing transactions to her commercial practice. Although English law qualified, Catherine has also worked in Milan, New York and Luxembourg.

Clients have also said:

“I have found her legal counsel, guidance and support invaluable and a cut-above the market standard for outside counsel. What sets her apart is her subject matter expertise and interest in the businesses she supports, her problem solving skills and her anticipation for problems yet to come. Catherine can equally provide structure, or operate 'on-the-fly', as the situation requires - it is this versatility that makes her invaluable to both our legal and business teams,”

- In-House Corporate Counsel, Global e-commerce platform

“For us as operations professional, Catherine really impresses us in how she understands our business. When we have critical situations with providers and we need to send an answer, Catherine always come-up with the additions that really covers us from all angles by foreseeing use cases and consequences that we would have not imagined ourselves,”

- Head, Global e-commerce platform

PROFESSIONAL BACKGROUND

Prior to joining the firm, Catherine was a senior associate at a TMT specialist international law firm headquartered in London. In addition, she trained and was an associate at a magic circle law firm for seven years.

ACHIEVEMENTS

- Recognised by *The Legal 500 United Kingdom* in London
    - Leading Partner for Commercial Contracts, 2024-2027
    - Recommended Lawyer for Retail and Consumer, 2024-2027
    - Next Generation Partner for Commercial Contracts, 2020

ADDITIONAL BACKGROUND

- Certificate in Fashion, Design and Marketing, 2010 from Central Saint Martins

EDUCATION

- Legal Practice Course, BPP Law School, 2005
- PgDL, BPP Law School, 2003
- LL.B., University of Edinburgh, 2001 *(Law and Business Studies, Joint Hons)*

ADMISSIONS

- Solicitor of the Senior Courts of England and Wales

LANGUAGES

- French

THOUGHT LEADERSHIP *POWERED BY HUB*

- 28 May 2025, Tariffs and Supply Chains: An English Law Perspective on Contractual Levers You May Have (or Want)
- February 2025, Fashion Law Update–February 2025
- 2 January 2024, Key Changes to Consumer Protection Laws and Subscription Contracts in the United Kingdom That You Need to Know

- August 2022, Fashion Law Update - August 2022
- 23 November 2021, Fashion Law Update - November 2021
- 5 November 2021, Supply Chain Disruption: Protecting Your Position in the Face of Global Challenges
- 13 May 2021, Fashion Law Update - May 2021 Edition
- 29 April 2021, European Union Moves Towards Mandatory Supply Chain Due Diligence: Start Gearing Up For New Directive
- 10 March 2021, Entrepreneurship, Corporate Culture, and the Gender Agenda
- 21 January 2019, UK Home Office Audits Businesses on Modern Slavery Act 2015 Compliance
- 21 November 2018, Brexit Q&A Conference Call (11)
- 27 September 2018, Ethical Supply Chain—Is it More than a Fad?

OTHER PUBLICATIONS

- "The Business and Law of Fashion and Retail," International Issues, *Carolina Academic Press*, August 2020

NEWS & EVENTS

- 30 September 2026, K&L Gates Practices, Lawyers Recognised in *The Legal 500 United Kingdom* 2027 Edition
- 1 October 2025, K&L Gates Practices, Lawyers Recognised in *The Legal 500 United Kingdom* 2026 Edition
- 25 March 2025, K&L Gates' IP Practice Recognised in *World IP Review*'s 2025 UK Trademark Rankings
- 4 October 2023, K&L Gates Practices, Lawyers Recognized in *The Legal 500 UK* 2024 Edition
- 22 June 2023, Nearly 50 K&L Gates Lawyers Throughout Europe Recognized in 2024 Best Lawyers, Ones to Watch Editions
- 30 September 2022, K&L Gates Ranked in 30 Categories in *The Legal 500 UK* 2023 Edition
- 10 March 2021, Entrepreneurship, Corporate Culture, and the Gender Agenda
- 6 April 2020, K&L Gates Advises Shareholders of Pedal Pulses Limited/Margaret Dabbs London on Investment by Best World International
- 7 February 2020, K&L Gates Advises ESO Capital on Investment in Arcus FM
- 2 March 2018, K&L Gates Names 34 New Partners Across Global Platform

AREAS OF FOCUS

- Technology Transactions and Sourcing

INDUSTRIES

- Consumer Goods and Services
- Logistics and Warehousing
- Luxury Products and Fashion
- Resort, Hospitality, and Leisure
- Transportation and Logistics

REPRESENTATIVE EXPERIENCE

- Providing day to day legal support across a range of commercial contract for high end restaurant group. This included HR IT solutions, brand collaboration, drinks development agreement as well as assisting in a review of their procurement processes.
- Advising the US apparel company Gildan on their second generation third party logistics outsourcing in the UK.
- Providing day to day legal support across a range of commercial contract for luxury menswear brand Thomas Pink. This including celebrity ambassador agreements, third party logistics, IT agreements, advertising and marketing, store fit out agreement and many others.
- Advising a US-based company that provides a white label clothing rental service to fashion brands on their launch in the UK. This included reviewing a number of service agreements (brand and logistics) as well as consumer facing terms and data protection policies.
- Advising a global e-commerce platform across its entire European portfolio of outsourced warehouses. Including setting up and closing down warehouses, reverse logistics, day to day support in relation to the interplay between operational and contractual issues as well as other logistics solutions such as sortation and cross-docking.