



Retail & E-Commerce

Overview

The retail industry is in a state of innovation and disruption. Shifting consumer buying patterns, the proliferation of e-commerce and direct-to-consumer brands, and renewed spending priorities are converging with rapidly evolving technology, global supply chain challenges and changing regulatory priorities. Today's customers are more informed, more empowered and more demanding than ever before. Retailers need the same from their attorneys.

To stay relevant and competitive, today's brands must distinguish themselves in a crowded marketplace, considering how they can create value, mitigate risk and anticipate threats while protecting and enhancing their customer experience. Marketing and advertising, employee engagement, compliance and consumer data protection are just a few areas where strategic business opportunities can become crippling vulnerabilities if not managed with precision. Retailers need a law firm that moves as quickly as they do and attorneys who consider the economic, legal, global and regulatory factors that play into every business decision.

Archer's attorneys have decades of experience defending retailers in high-stakes litigation, advising on new regulations, anticipating risks, identifying emerging opportunities and positioning them to compete in a global, digital-first marketplace. Archer represents companies spanning Fortune 500 brands and luxury retailers to manufacturers, e-commerce start-ups and brick-and-mortar boutiques. With this experience comes an intimate understanding of the challenges facing our clients and what it takes to excel in an era of rapid transformation.

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