

Retail law roundup: April 2025

16 April 2025

Welcome to our retail law roundup, where we share legal updates for retailers and brands.

Our first article this month includes [guidance for brands in relation to tariffs](#), such as points to check in their current contractual arrangements with supply chain partners.

Our other articles this month look at:

- the [key obligations and steps businesses need to take to combat modern slavery](#),
- the [EU ESG regulations facing the fashion industry](#),
- the use of [hyper-personalisation in digital marketing](#), and
- the applications of the [Terrorism \(Protection of Premises\) Act 2025 - also known as 'Martyn's Law' - for retailers](#).

We welcome your feedback and suggestions for future topics – we want to ensure our communications are valuable to you and your business.

Contents

Updated Modern Slavery Act Transparency Guidance: Key obligations and steps for businesses	→
Proposed Omnibus Directive: Looming sustainability crisis for fashion retail and its supply chains	→
Hyper-personalisation: Key considerations for organisations implementing AI solutions	→
Martyn's Law receives Royal Assent: What does it mean for retailers?	→

Contact

Caroline Green
Senior Partner



caroline.green@brownejacobson.com

+44 (0)20 7337 1026



Emma Roake

Partner

emma.roake@brownejacobson.com

+44 (0)330 045 2289

Related expertise

Sectors

Retail, consumer and logistics