

# Ikra Saghir

Associate

 **Manchester**  
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Ikra is an associate specialising in commercial contracts within the retail, consumer, and education sectors as well as advertising and marketing law. Ikra has supported established brands and businesses in navigating the complex legal landscape governing advertising, promotions, and digital marketing.

Her work has included supporting senior colleagues on matters relating to compliance with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code) and the DMCCA. Ikra has also developed and delivered in person training sessions on influencer marketing, price promotions and the avoidance of misleading advertising in social media campaigns.

With a keen interest in advertising regulation and consumer protection, Ikra is committed to staying current with the latest legal developments and industry trends in relation to advertising and consumer law, in order to ensure the team’s advice is always relevant and up to date.

Ikra studied her undergraduate law degree at the University of Birmingham and joined the firm in 2021 as a trainee solicitor after undertaking a vacation scheme at the firm. She then qualified into the Commercial team in 2023. Ikra is committed to increasing diversity and inclusion within the legal field and has supported the firm’s FAIRE and REACH initiatives by providing mentoring to students from disadvantaged backgrounds as they look to start a career in law.

Ikra supports on drafting, negotiating and advising on a range of commercial contracts such as the supply of goods and services, logistics agreements and terms and conditions of sale and purchase. Ikra also has experience on advising clients in relation to consumer law and her experience includes working for a charitable organisation on reviewing and drafting their online retail terms as well as advising a luxury fashion retailer on their websites’ compliance with the newly introduced Digital Markets, Competition and Consumers Act 2024 (“DMCCA”).

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## Expertise

### Services

Advertising and marketing  
Commercial law

Commercial services in higher  
education  
Consumer and e-commerce

Supply, manufacturing and  
logistics

