



International Distribution Institute

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Workshop 2

The destiny of selective distribution after the
Guess case and in view of the revision of the BER



International Distribution Institute



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- European Commission decision in *Guess*
- Co-existence of exclusive and selective distribution networks
- Brick & Mortar – is the wall falling down?
- Wholesale selective distribution

- Multi-level selective distribution
- Implications of European Court decision in *Coty*
- Selective distribution and RPM
- Qualitative criteria & monitoring

- Views from Italian Chamber of Fashion
- Trade marks – are brands safe after *Guess?*