



Global recognition for Anand and Anand's practice for Luxury brands

News & Updates • June 22, 2022

It is a luxurious feeling to share that Anand and Anand has won the very prestigious Luxury law Award 2022 for 'Luxury Law Firm of the Year - Independent Law Firm', having impressed the distinguished jury with its holistic contribution to the cause of fashion and luxury with path-breaking works ranging from enforcement to monetization and ESG involvement through meaningful engagements like setting-up of a COVID-fund for artisans in the fashion industry and unique social damages.

The Award was received by [Safir Anand](#) at the The Luxury Law Alliance and Summit at the British Museum, London on June 22, 2022. This award is a repeat of our winning show in 2020. However, this time around, we were also the only Asian private practice to make it to the shortlist, thrice over - Independent Law Firm category', Safir Anand in the running for 'Partner of the Year' and Ashutosh Upadhyaya for the 'Rising Star Private Practice'.

Speaking of our expansive take on luxury practice is the fact that Safir sits also on the Board of Fashion Design Council of India. Our fashion practice includes branding strategy, tie-ups, monetisation and valuation, IP Protection and IP enforcement including customs.

We thank our luxury clients for trusting us with their beautifully innovative ideas and a big Thanks to the jury comprising Georgina McManus, Glenda O'Hara, Hadrian Beltrametti Walker, Jer O'Mahony, Joanne Loughrey, Kate Anthony Wilkinson, Louise Butler, Michael Ellis and Tiffani McDonough Solomon.









KEY CONTACT



Safir Anand

Senior Partner

[View Bio of Safir Anand](#)

RELATED PRACTICES

[TRADEMARK](#)