



Ava Farshidi

is Senior Director of Legal at Marc Jacobs, a New York City-based fashion company owned by the LVMH group.

As in-house counsel at Marc Jacobs, Ava oversees a range of global legal and compliance matters. She also holds the Chief of Staff position of EllesVMH, LVMH's initiative for gender equity. Prior to her role at Marc Jacobs, she was in-house counsel at David Yurman and Rebecca Minkoff. She has several publications on emerging issues in the fashion law industry, including, *Evaluating the FTC Guidelines Through the Career of a Fashion Blogger*, 9 *Harvard Journal of Sports and Entertainment Law* 185 (2018) and *The New Retail Experience and Its Unaddressed Privacy Concerns: How RFID and Mobile Location Analytics are Collecting Customer Information*, 7 *Case W. Res. J.L. Tech & Internet* 15 (2016).

A deeply committed advocate of women supporting other women, she is the founder of [Avocate](#), a women's mentoring network connecting law students and lawyers across the United States and United Kingdom. Ava is a sought speaker and moderator, and she holds several leadership roles, including, as an advisory board member to the Luxury Law Alliance. She was the recipient of the Luxury Law Rising Star Award in London in 2017.