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GÖRG advises 44 Label Group on Berlin-Milan Fashion Joint Venture

GÖRG Partnerschaft von Rechtsanwälten mbB advised Berlin-based 44 Label Group on the formation of a joint venture to promote the fashion brand “44 Label Group”. 44 Label Group is closely associated with the Berlin techno producer and DJ Kobosil, who is known globally for a fast, aggressive techno sound popularised by his frequent sets at the Berlin club Berghain. Kobosil had already released exceptionally successful limited clothing and accessory collections under his own private label; the joint venture is a decisive step to bring the authentic Berlin club and streetwear brand to a broader array of high-quality clothing.

The joint venture arrangement was entered into with the Milan-based Antonioli group which itself has a reputation for high-end and creative urban fashion collections. Under the joint venture arrangement, the brand will issue collections frequently featuring stylised “44” and “Darkened” motifs, referencing DJ Kobosil’s creative music work. Much of the graphic design and artistic input will remain based in Berlin. The collections are intended to consist of casual, unisex club wear and accessories. The collaboration is one of the first crossovers between authentic Berlin techno and high-end Milan-based fashion production and promotion.

GÖRG advised 44 Label Group and its backers on the legal aspects of the transaction, including financing, trademark issues and future collaboration terms.

Advisors 44 Label Group

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About GÖRG

GÖRG is one of Germany's leading and independent business law firms.

With more than 300 lawyers and tax advisors in Berlin, Cologne, Frankfurt am Main, Hamburg and Munich, we advise well-known domestic and foreign businesses from all areas of industry, banking, real estate, trade, media and services on all core areas of business law.

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