

As a member of the Paris Bar Association and founding partner of the law firm ALLIUM, Julien manages the firm's Commercial Law and Litigation practices.

With an expertise in retail distribution and franchising, Julien assists his clients in implementing and developing their network, as well as in handling operational issues. His clients are, for the most part, companies in the fashion, retail, food & hospitality, and optical wear industries. While acting on their behalf, Julien advises a number of franchising networks as well as French and foreign brands operating a network with a worldwide reach.

Julien has developed a special focus on the fashion industry, notably after having gained operational experience working as an active partner in a children's wear brand distributed between 2007 and 2013, in more than 90 retail outlets across the globe.

For almost 10 years now, he has been the reference lawyer for the French Knitwear and Lingerie Federation.

Julien is listed in "*Who's Who Legal: Franchises*" as leading legal practitioners in the French franchise sector since 2017 and has been awarded "*Lawyer of the year*" in 2019 and 2020 in the category "*Agency, Distribution and Licensing – France*", by the American legal magazine "*Lawyer Monthly*".

As a seasoned litigator, he regularly represents clients before civil and commercial courts in France.

Although he is especially keen on pursuing court-based disputes, he is also a fervent advocate of alternative dispute resolutions. In that regard, he is a certified mediator, having been accredited by the CMAP (*Centre de Médiation et d'Arbitrage de Paris*) and the CEDR (Center for Effective Dispute Resolution-London) and has numerous mediation proceedings to his credit.

Drawing on the expertise of his fellow partners, he can also advise clients on Corporate, M&A, Tax and Employment Law matters. When required, external expertise is integrated to the firm's services in order to cover the individual needs of each client.

As a member of the International Bar Association (IBA) and the International Franchise Association, he relies on a global network of legal experts, to work with clients on foreign-based projects.

Lastly, Julien loves cooking, natural wine and Sergio Leone westerns. When he was 10, he wanted to be an ornithologist.



Julien Rivet
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