



# ANNALUCIA FASSON LLOSA

SENIOR PARTNER

[afasson@munizlaw.com](mailto:afasson@munizlaw.com)



Lima

T: +51 1 611 7000



ESTUDIO  
MUÑIZ

MUÑIZ  
OLAYA  
MELENDEZ  
CASTRO  
ONO  
& HERRERA  
Abogados

## WORK EXPERIENCE

- Head of the Advisory Services and Contracts Practice Group, Legal & Regulation Division, Rímac Seguros y Reaseguros (2012-2014).
- Head of Finance, Menorca Inversiones S.A.C. (2010-2012).
- Stock Exchange Representative, Inmuebles Panamericana S.A. (2005-2010).
- Associate Attorney, Muñiz, Ramírez, Pérez-Taiman & Olaya Abogados, Corporate Law Practice Group, assigned to Centro Comercial Mega Plaza (Wiese/Parque Arauco Group) (2003-2010).
- Took part in the review of investment management agreements made by Inversiones Breca S.A., (US\$ 100 million); in the issue of corporate bonds by Hipermercados Tottus S.A., (S/ 180 million); in the rules drawn up to take part in the "Acreencia Bajo Riesgo Compass – RIMAC" investment fund, (US\$ 31 million); in the purchase of Clínica San Miguel (US\$ 24 million); in the purchase of Clínica Miraflores S.A. (US\$ 10 million), among other transactions. At 25 years of age, she led the issue of bonds by Centro Comercial Mega Plaza (US\$ 30 million). She currently provides legal advice on real estate projects worth several million dollars.

## EDUCATION

- Sustainable Luxury Management Program, Colombia and Argentina Networks of the United Nations Global Compact (2021).
- Postgraduate program in Fashion Law, Fashion Law Institute at Fordham Law University, New York (2015).
- Basic and Mid-Level Insurance Course, Instituto de Formación Bancaria (2012).
- Master's degree in Finance and Corporate Law, Universidad ESAN (2010).
- Seminar on Internationalization of Companies and Human

## PRACTICE AREAS

- Corporate law
- Fashion law
- Mergers and acquisitions
- Real estate and construction law
- Project development
- Capital markets
- Insurance and reinsurance

## MEMBERSHIPS

- Member of the Fashion Law Committee of the Inter-American Association of Intellectual Property (Asipi).
- Member of the Association of Fashion Law Experts in Spain.
- Member of the Fashion Law Latam Association.
- Member of the Board of the Global Alliance of Impact Lawyers (GAIL).
- Member of the Advisory Board of IusTech Magazine.
- Member of Bar Association Lima, Perú

Resources Management, Universidad ESADE, Barcelona (2009).

- Graduated Magnum Cum Laude from Universidad de Lima School of Law (2001).

## ACADEMIC ACTIVITY



- Professor of the Commercial Law III course at the University of Lima (I semester 2021 and 2022).
- Professor of the Commercial Law II course at the University of Lima (2021).
- Professor of the Fashion and Retail Law course at the UPC Graduate School (2020 – to date).
- Professor of the course Legal Aspects of the Fashion and Retail Industry in the II Specialization Program for Executives of the ESAN University (2019 - to date).
- Professor of the Fashion and Retail Law course at the University of Lima (2020).
- Professor of Commercial Law of the Fashion Management Diploma at the Center for Higher Fashion Studies Institute (CEAM) (2015 - 2020).
- Professor of the Legal Norms course (Fashion Law) of the Fashion Design career at CEAM (2015 - 2019).
- Professor of the Ethics and Fashion course of the Textile Management career at CEAM (2017-2019).
- Professor of Legal Structuring in the Fashion Industry, Fourth Executive Specialization Program (PEE), Universidad ESAN (2016-2018).
- Professor of the Fashion and Intellectual Property course of the Intellectual Property Specialization Program at Universidad Pacífico (2016 - 2017).
- Professor of the Fashion and Advertising course of the Advertising and Unfair Competition Specialization Program at Universidad Pacífico (2016 - 2017).
- Professor in the Fashion Law course organized by the Universidad Nacional Mayor de San Marcos, held on August 1 and 2, 2016.
- Professor of insurance at the Rímac Seguros y Reaseguros Business School (2013 - 2014).

## LANGUAGES



- English
- Italian
- Spanish

## RECOGNITIONS



- Recognized as Leader of the Peruvian market in the area of Fashion Law by Leaders League (2019, 2020, 2021).
- Coordinator of the Peruvian chapter in the Ibero-American Fashion Law Guide edited by Thomson Reuters (2021),
- "Guide for PRODUCE on Fashion and new strategies in electronic commerce" (2021).
- Recognized in The Legal 500 in the Real Estate area (2019).
- Coordinator of the first ebook in Peru on Fashion Law called "Fashion Law in Peru", published by Estudio Muñoz (2018).
- In April 2016, she was awarded by Argentina's Association of Intellectual Rights (ASDIN) for writing, together with Juli Gutierrez Zanelli, Esq., an article entitled "Fashion Law and Intellectual Property", which was published in a book entitled "Colección de Propiedad Industrial e Intelectual (2nd semester, 2016 and 1st semester, 2017).

## PUBLICATIONS



- "A new trend: fashion law or fashion law", published on the UPC Synergy and Innovation blog.
- "Does Law dress in Fashion?: Fashion Law arrived in Peru", published in the Conexión ESAN blog.
- "What is fashion law or fashion law?", published in the virtual magazine Lexlatin.
- "Fashion law and its application to the jewelry business in Peru", published in the Argentine fashion law blog.
- "Fashion law or fashion law: a new specialization", published in the magazine of the Catholic University of Peru Parthenon.
- "Fashion law: a legal analysis of sustainable fashion", published in the Chilean virtual magazine LWYR.
- "Law & Fashion: specialty imposed by fashion", published in the Official Gazette El Peruano.
- Interview of the Ita lus Esto Magazine of the University of Piura on fashion law.
- "The fashion law and the constitution of companies that sell fashion", in the Biztart Asesoría Empresarial blog.
- "Fashion Law and Fashion Revolution Day", published on the Conexión Esan blog.
- "The law of fashion and the financing that is giving the hour", published in the virtual magazine Lexlatin.
- "The crisis of the emporium: an analysis of what is happening in

Gamarra", published in the Conexión Esan blog.

- "The standards are not designed for the retail sector", published in the magazine Peru Retail.
- "Design, industry and fashion", published in the Legal supplement of the Official Gazette El Peruano.
- "Fashion Law and its relationship with the brilliant jewelry business", published in the Conexión Esan blog.
- "What you should know before marrying a shopping center", published in the Diario Gestión.
- "Fashion Law and #FashionRevolutionDay", published in the virtual magazine Lexlatin.
- "How to finance your fashion business and not die trying?", published on the Conexión Esan blog.
- "Beyond aromas and fashion: the legal problems of the perfume industry", published in the Conexión Esan blog.
- "Opportunities and potential of fashion law", published in the Conexión Esan blog.
- "Fashion Law and health: towards a healthy image", published in the Fashion Law blog.
- "What is Fashion Law?" published in FAD.PE.
- "What is Fashion Law or Fashion Law", published in the Agnitio blog.
- "Fashion Law and its link with System B", published in FAD.PE.
- "Incorporation of B or BIC companies: the latest trend in mod law", published on the Conexión Esan blog.
- "Fashion law and its link with sustainable fashion", published on the Parthenon blog.
- "To Be Influencers", published on the Conexión Esan blog.
- "Empresas Bic: a look towards the future", published in the virtual magazine Lexlatin.
- "The franchise contract: a long-term marriage", published in Lexlatin.
- "Fashion Retail trends for this year 2018", published on the Agnitio blog.
- "The latest trend in entrepreneurship: franchise contracts", published on the Conexión Esan blog.
- "What is Fashion Law or Fashion Law?" published on the CEAM blog.
- "The empowerment of Fashion Law as an influencer in the Peruvian economy", published on the Conexión Esan blog.

- "Fashion Law: the most trendy for 2018", published in LYWR.
- "Fashion Law", published in Diario Uno.
- Interview in Societies Bulletin of the Universidad Nacional Mayor de San Marcos.
- "Fashion Revolution Day: Sustainable Fashion arrived in Peru to stay", published on the Agnitio blog.
- "Fashion tech: innovation, technology and fashion", published in the Diario Gestión.
- "The latest fashion revolution is called ultra fast fashion", published on the Conexión Esan blog.
- "The latest trends in fashion retail: from the leasing contract to fashion and beauty trucks", published on the Conexión Esan blog.
- "Looking to the future: the constitution of B or BIC companies", published in Columnas 193 Magazine.
- "The law of sustainable fashion and its link with the beauty and jewelry business", published on the Parthenon blog.
- "Considerations for leasing in a shopping center" published on the Estudio Muñoz blog.
- "Let Gamarra shine again: recommendations to boost its development", published on the Conexión Esan blog.
- "Greenwashing in the retail business: when not everything green is ecological", published on the Conexión Esan blog.
- "Some legal considerations for entering into a work and/or refurbishment contract for a commercial premises", published on the Parthenon blog.
- "The democratization of fashion and retail in Peru", published on the Conexión Esan blog.
- Peruvian chapter of the "Ibero-American Guide to Fashion Law".
- "The case of the retail startup Bodega (now Stockwell)", published in Diario Gestión.
- "The Law of Fashion or Fashion Law", published in Punto & Plano magazine.
- "The Law: a key factor for the development of shopping centers in Peru", published in the Agnitio blog.
- "Retail trends for 2019", published on the Idealex.press blog.
- "Fashion Law and its link with the circular economy", published on the Parthenon blog.
- "The orange economy: a form of entrepreneurship, innovation and

technology", published on the Conexión Esan blog.

- "Microfranchises in Peru: A new form of entrepreneurship and formalization", published in the Parthenon blog.
- "The long road towards ethical fashion", published on the Conexión Esan blog.
- "Express eviction in the retail business", published on the Parthenon blog.
- "To be or not to be an influencer?", published on the Conexión ESAN blog.
- "The Netflix of Fashion has arrived: The monthly rental of garments and accessories", published on the Parthenon blog.
- "Revolution of the fashion and retail business", published on the Conexión Esan blog.
- "Sustainable or sustainable fashion", published in the book "Fashion Law: Direito da Moda".
- "The latest in retail: 'smart lockers'", published on the Parthenon blog.
- "From Siri to Rita: technology changes the rules of the retail game", published in Diario Gestión.
- "The blue economy and its link with sustainable fashion", published on the Parthenon blog.
- "Sustainable fashion and its link with B or BIC companies", published in Peruweek.pe.
- "Fashion sharing in the retail sector", published on the Conexión Esan blog.
- "The Law of Fashion or fashion law in Peru", published in EOB Fashion, Luxury & Retail.
- "The Fashion Pact: sustainable fashion becomes fashionable", published on the Parthenon blog.
- "Fashion law or Fashion Law in Peru: today and the future of this new specialization", published in the Fashion Law blog.
- "Fashion law and sustainable fashion", published in Punto & Plano magazine.
- "The 10 retail trends for the year 2020", published in Diario Gestión.
- "Shop in shop: what's new in retail", published on the Parthenon blog.
- "The hiring of avatars: the latest in fashion and technology", published in the Conexión Esan blog.
- "Wardrobing: buy, release and return", published in the Parthenon

blog.

- "Mixed uses in shopping centers: the 2020 trend in the retail sector", published in the Diario Gestión.
- "The fashion influencers", published on the Estudio Muñiz blog.
- "The fashion, textile and fashion retail industry in the times of the coronavirus", published on the Parthenon blog.
- "The use of augmented and/or virtual reality: an alternative to face the crisis in the fashion, textile and retail sector", published on the Parthenon blog.
- "Some strategies to overcome the "black swan" of retail: the coronavirus", published on the Conexión Esan blog.
- "The fashion revolution day in times of the coronavirus", published on the Fashion Law LATAM blog.
- "Biosecurity measures that will reinvent the business of beauty centers in Peru", published on the Parthenon blog.
- "The reinvention of commercial premises as a result of COVID-19: Biosecurity measures and greeters", published on the Conexión Esan blog.
- "Dark kitchen in Peru: beginning of a new era of retail", published in Diario Gestión.
- "Legal treatment of vicuña fiber in Peru"; published in the newspaper elDial.com
- "From the clothing swap to the fashion swap: an alternative to solve the stock in the inventories", published in the Conexión Esan blog.
- "The digital transformation of retail in Peru in times of COVID-19", published in EOB Fashion, Luxury & Retail.
- "Ten retail trends in times of COVID-19: towards a new normality", published on the Conexión Esan blog.
- "The reinvention of fashion and biosecurity measures in Peru as a result of COVID-19", published in FLIS Moda y Derecho al Día 2.
- "Strategies and recommendations for the fashion, textile and fashion retail sector to help face the coronavirus crisis in Peru", published in the book "COVID and its impact on the fashion industry"
- "The boom of sustainable fashion certifying companies", published on the Fashion Law LATAM blog.
- "Blockchain in the fashion, textile and retail industry", published on the Parthenon blog.
- "The new formats and retail businesses in times of the coronavirus", published in Columnas 201 Magazine.

- "B or BIC companies: a look at the present", published in the newspaper El Tiempo.
- "The use of new technologies in the fashion, textile and fashion retail industry", published in IusTech 1.
- "Some alternatives for retail and fashion to survive in Peru", published on the Conexión Esan blog.
- "The trends of 2021 in the fashion, textile and retail sector in Peru and the World", published in the magazine FLIS Moda y Derecho al Día 7.
- "The 10 trends of the fashion, textile and retail sector for 2021", published in the Diario Gestión.
- "Legal treatment of vicuña fiber in Peru", published in the book Image and Fashion Law 2020 - 2021.
- "New milestone in B or BIC companies in Peru", published in the Conexión Esan blog.
- "Handicrafts: a source of pride in Peru", published in Fashion Law LATAM.
- "The Law of Fashion, its main movements and the most trendy: Fashion Tech", published in ADVOCATUS 39.
- "Fashion with values: a tribute to mothers", published on the Conexión Esan blog.
- "The circular economy drives the textile industry to another level", published in Stakeholders.
- "The transformation of the fashion industry in the aftermath of COVID-19 in Peru and the world", published in the book Fashion Industry Copes with COVID-19.
- "Handicrafts and their link to Fashion Law", published in Fashion & Law Journal.
- "Non-fungible tokens (NFT): the latest trend is virtual", published on the Conexión Esan blog.
- "StartUps in the fashion, textile and retail industry", published in the book Startups.
- "Resale of fashion products: to be or not to be, that is the question", published in Fashion & Law Journal.
- "Studies on Fashion Law: from classic to innovative" (2021).
- "The microfranchise and shop-in-shop boom in Peru", published on the Conexión Esan blog.
- "The Green, Blue and Orange Economies, and their influence on the fashion Industry", published in The Global Fashion Lawyer 4.
- "The reinvention of the retail sector in 2021", published in the Official



Gazette El Peruano.

- "Towards Gamarra's new look: a symbol of Peruvian retail", published on the Dimensión Mercantil blog.
- "The metaverse of retail: towards a new digital era", published on the Conexión Esan blog.
- "Legal aspects for the commercialization of vicuña fiber", published in the Dimensión Mercantil blog.
- "The shadow of the fashion, textile and fashion retail industry", published in the Magazine of the Faculty of Economic Sciences" vol 27 (2).
- "The retail revolution: Videogames, NFT, and the metaverse", published in Diario Gestión.
- "The BIC Law and fashion in Peru", published in the book Image and Fashion Law: Yearbook 2021-2022.
- "Happy anniversary of the Regulation of the BIC Law in Peru", published on the Conexión Esan blog.
- "The boom of second life or second-hand products in retail", published in the Dimensión Mercantil blog.
- "What should I take into account to start a clothing sales venture?", published in EnfoqueDerecho.com.
- "Interview: Approaches to Fashion Law in Peru and the world", published in the magazine EDM No. 1.
- "Some reflections one year after the purchase of Tiffany & Co by Louis Vuitton", published on the Dimensión Mercantil blog.
- "Regime for the protection of traditional expressions of indigenous and Afro-Peruvian peoples", published in Fashion Law LATAM.

## CONGRESSES



- Speaker at the International Seminar on Fashion Law at the Universidad Mayor de Chile (October 2015).
- Speaker at the First Peruvian – Argentina Meeting organized by the Fashion Law Argentina Institute (April 2016).
- First International Textile and Fashion Industry Congress (Citexim) organized by the Universidad Nacional Mayor de San Marcos, with the theme Opportunities and Potential of Fashion Law in Peru.
- Speaker at a talk on Fashion Law organized by SENATI (June 2017).
- Speaker in the Business Law Module organized by the Corporate Financial Circle of the Universidad Nacional Mayor de San Marcos (October 2017).

- Speaker at the III Seminar on Finance and Corporate Law: New Trends and Technology, organized by the Corporate Financial Circle of the Universidad Nacional Mayor de San Marcos (November 2017).
- Speaker at the V Congress of Business Commercial Law organized by the Universidad Nacional Mayor de San Marcos (September 2018).
- Speaker at the I International Meeting of the Fashion Law Network (November 2018).
- Speaker at the talk "The Law of Fashion" organized by ADEX (November 2018).
- Speaker at the I Professional Meeting of Women of Law, Women Business, organized by Factor Ejecutivo (March 2019).
- Speaker at the I Seminar on Intellectual Property and Competition in the digital era organized by Law & Society (March 2019).
- Speaker at the talk "Fashion Law: fashion to the commitment of the environment and the fashion act", organized by the University of Palermo (October 2019)
- Speaker at the International Fashion Law Congress, organized by the Rio de Janeiro Bar Association (October 2019).
- Speaker in the Introduction Course to the Commercial-Business-Corporate Framework organized by the Grupo de Estudios Societads (March 2020).
- Speaker at the event "Coronavirus and its impact on Latin American fashion" organized by PEIPLAW (March 2020).
- Speaker at the II Seminar on Intellectual Property and Competition Law in the Digital Era, organized by Derecho & Sociedad (April 2020).
- Speaker at the Law & Retail Congress organized by Ius et Veritas (June 2020).
- Speaker at the webinar "Looking to the future: the new normality of the fashion and retail sector", organized by the ESAN University (July 2020).
- Speaker at the "Smart Fashion & Retail 5.0" webinar, organized by Estudio Muñiz (August 2020).
- Speaker at the webinar "The use of new technologies in the future of the textile and retail fashion industry" organized by IusTech (August 2020).
- Speaker at the webinar "Fashion Law and its relationship with influencers and the risks of empowerment", organized by the Inter-American Association of Intellectual Property (September 2020).

- Speaker at the I International Congress of Fashion Law organized by the Bar Association of Rio Grande do Sul - Brazil (September 2020).
- Speaker at the event "Impact of Technologies on Corporate Law: fashion industry and retail", organized by the Ulises Montoya Manfredi Business Law Workshop (October 2020).
- Speaker at the IV International Textile and Fashion Industry Congress organized by the Universidad Nacional Mayor de San Marcos (October 2020).
- Speaker of the talk "Fashion Law and Ethical Aspects", organized by the University of Santa Marcelina - Brazil (December 2020).
- Speaker at the event "Sustainable fashion: everything you need to know", organized by the Autonomous University of Madrid (December 2020).
- Speaker in the Specialization Program in Corporate Law, organized by the Ibero-American Institute of Corporate Law (January 2021).
- Speaker at the event "Considerations for entering into lease contracts with a shopping center", organized by Praxis Contractual (January 2021).
- Speaker at the I Women's Congress on Contract Law, organized by CONTRACTUS (January 2021).
- Speaker at the webinar "Fashion Law and its link to gender equality", organized by the Latin American Association of Women Lawyers (January 2021).
- Speaker at the event "Orange Industry and its potential to undertake", organized by Fondo Empleo (February 2021).
- Speaker at Legalweek 2021 organized by ESAN University (February 2021).
- Speaker at the event "Entrepreneurs in the World" organized by Apindustria Confimi Vicenza and GlabalVen (February 2021).
- Speaker at the event "Everything is designed" (February 2021).
- Speaker at the III Seminar on Intellectual Property and Competition: COVID-19 and the digital era organized by Derecho & Sociedad (March 2021).
- Speaker at the event Sustainable Fashion as Socio-environmental Change, organized by the Autonomous University of Madrid (April 2021).
- Speaker at the Corporate Law Summer Course organized by the Business and Financial Law Workshop of the Universidad Nacional Mayor de San Marcos (April 2021).
- Speaker at the II International Meeting of Fashion Law organized by

the Bar Association of Rio Grande do Norte - Brazil (April 2021).

- Speaker in the Chair of Dr. César Ramos Padilla - "Challenges and Current Affairs of Business Contracts", organized by the Universidad Nacional Mayor de San Marcos (April 2021).
- Speaker at the event "Duties and Rights of Fashion and the Planet", organized by Fashion Revolution Peru (April 2021).
- Speaker at the Entrepreneurial Ecosystem Seminar, organized by the Ibero-American Institute of Business and Economy (May 2021).
- Speaker at the event "Sustainable Development in Peru: challenges and initiatives", organized by ACTUM and ADVOCATUS Magazine (May 2021).
- Speaker at the Specialization Course in Commercial Contracts, organized by the Commercial Law Team (June 2021).
- Speaker at "Sustainability in the fashion and retail industry and its link with Peruvian crafts", organized by the Legal Training Institute (July 2021).
- Speaker at "The Role of Women in Corporate Law", organized by M&A Group (July 2021).
- Speaker at "SUNITI Working Group" (August 2021).
- Speaker at the Contract Law Specialization Seminar organized by Be Lawyer (August 2021).
- Speaker at the event "Rethinking Corporate Law", organized by ACODEM (September 2021).
- Speaker at the II International Congress on Law, Gender and Connections, organized by the Rio Grande do Sul Bar Association (September 2021).
- Speaker at Fashion Law 2021 Summit LATAM, organized by Instituto Cedeflaw (September 2021).
- Speaker at the event "Women, innovation and intellectual property" organized by the San Martín de Porres University (October 2021).
- Speaker at the III Multidisciplinary Congress of Constitutional, Tax and Corporate Law organized by the Peruvian School of Training AVANTI (October 2021).
- Speaker at the V International Textile and Fashion Industry Congress organized by the Universidad Nacional Mayor de San Marcos (November 2021).
- Speaker at the event "III Sustainability Week 'Seven days for change'", organized by COFIDE (November 2021).
- Speaker at the event "The retail revolution: videogames, NFT and the metaverse as a new way of marketing products", organized by

Estudio Muñiz (January 2022).

- Speaker at the Higher Expert Course in Company Law, organized by Thomson Reuters Peru (February 2022).
- Speaker at the Intellectual Property Course organized by the Lima Bar Association and the Peruvian Institute of Social Sciences (February 2022).
- Invited Professor at the Law School of Mexico for the course Introduction to the World of Fashion Law (February 2022).
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