



# Lisbon Investments & Avenida Luxury Retail Projects

*Lisbon – at the heart of great business*



*“A fantastic choice for complex dealings: outstanding technical capabilities and impressive know-how. Excellent in terms of speediness and initiative.”*

*Client reference from Chambers and Partners.*

## Awards and Recognitions

### IBERIAN LAW FIRM OF THE YEAR

*The Lawyer European Awards 2015, 2012*



### PORTUGUESE LAW FIRM OF THE YEAR

*Who's Who Legal 2016, 2015, 2011-2006*

*Chambers European Excellence Awards 2014, 2012, 2009, Top Ranked 2017-2015*



### TOP 50 - MOST INNOVATIVE LAW FIRMS IN CONTINENTAL EUROPE

*Financial Times - Innovative Lawyers Awards 2016-2011*



Leading Real Estate Practice: recommended tier 1 in Chambers Europe and Legal 500.



*Over the years this team of lawyers has consistently been considered as one of the best and most experienced working in real estate and it is recognised in Portugal and abroad as a leader in advising on real estate operations in Portugal.*

## PLMJ, Trusted Partner

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As a reference for legal practice in Portugal and internationally, PLMJ stands out for its dedication to its clients, its dynamism, its capacity for innovation and the quality of its services. PLMJ is a full-service firm that is highly specialised and focused on adding value to its clients' activities. With its high ethical standards, PLMJ is cohesive, united, competitive and equipped to provide first class legal services.

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MORE THAN 10 LAWYERS WHO SPECIALISE IN  
REAL ESTATE LAW

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50 YEARS OF EXPERIENCE

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NATIONAL AND INTERNATIONAL COVERAGE

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PREMIUM LEGAL SERVICES

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KNOW-HOW & EXPERTISE

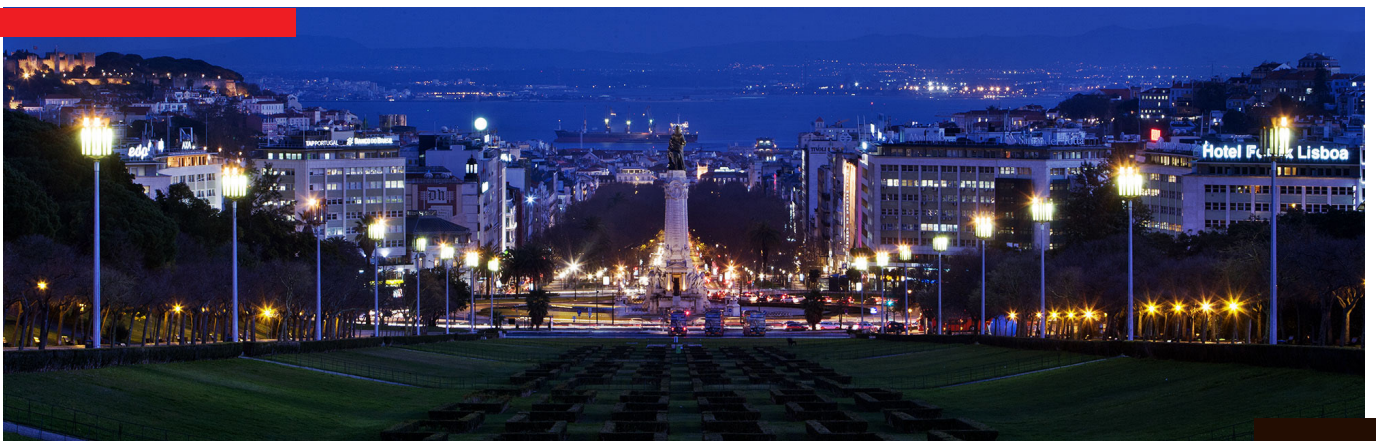
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CLIENT FOCUS

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*PLMJ has created a tailored service for retail operators and investors who require legal advice.*

## “Lisbon Investments & Avenida Luxury Retail Projects”

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Over the years, PLMJ’s real estate, town planning, construction, retail and commercial licensing teams have consistently been seen as the best and most experienced teams working in these areas in Portugal. This is why PLMJ is recognised, both at home and internationally, as the leading firm in Portugal when it comes to advice on real estate investments and setting up stores and other commercial establishments.

With vast experience in providing legal advice on the development of real estate projects and setting up retail stores for luxury items in the Avenida da Liberdade/ Baixa/ Chiado corridor, PLMJ has now created the specialist service, Lisbon Investments & Avenida Luxury Retail Projects.

Based right in the heart of Avenida da Liberdade, the lawyers of this team are perfectly placed to provide their clients with the broad set of specialist integrated legal services necessary to make investments in the city of Lisbon and, in particular, the Avenida da Liberdade/ Baixa/ Chiado conservation area.

The Lisbon Investments & Avenida Luxury Retail Projects service is designed, in particular, for investors in retail and operators that a plan to carry out the following projects:

- Urban rehabilitation, construction, property development, and letting and sale of buildings;
- Setting up international brand retail stores;
- Setting up and licensing stores selling luxury items, jewellery and watches;
- Setting up and licensing hotels, boutique hotels and design hotels;
- Setting up restaurants, bars and cafes.





## Lisbon Investments

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*Highly specialised lawyers with a focus on real estate, construction, town planning, commercial licensing, and consumer, employment and tax law.*

Over recent years, Lisbon has witnessed strong development and renewed urban dynamism. It is internationally recognised as one of the world's most charismatic cities and has great potential as a destination for new investments and a new location for international brands.

The professional team that provides this service brings together a group of highly experienced and specialised lawyers with a focus on real estate, construction, town planning, commercial licensing, and consumer, employment and tax law. Using a coordinated and integrated approach, the prime objective of this team is to guarantee that clients can comply with all the rules and regulations that apply to investment projects in the city of Lisbon.

For a number of years now, the team responsible for the PLMJ Lisbon Investments & Luxury Retail Projects service has provided legal support to a range of exclusive brand operators and Portuguese and international investors. This track record means the team has the solid experience and know-how to guarantee specialised and effective legal advice to its clients, particularly in this geographical area.

This PLMJ team boasts in-depth knowledge of the specific and particular legal, administrative, regulatory, contractual and commercial issues that surround any investment project. All these issues must be taken into account by any investor or retailer in order to be able to successfully optimise the investments they make in the city of Lisbon and in the Avenida da Liberdade/ Baixa/ Chiado corridor.

*“The most significant firm for real estate: it has the strongest practice and the most respected lawyers.”*

*Client reference from Chambers and Partners.*



## Avenida Luxury Retail Projects

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*We provide our clients with a full legal service, dealing with both the private parties and administrative authorities involved in the process of negotiation.*

In recent times, Avenida da Liberdade has undergone extensive development and high-end shopping is now thriving. The avenue is now internationally known as one of the world's top ten most luxurious shopping destinations, with excellent potential to bring in new investment as a new home to the leading international brands.

With its location at the heart of the city of Lisbon, Avenida de Liberdade is today the destination of choice for the best new hotels, luxury stores and office buildings. This has undoubtedly made it into the most exclusive and emblematic avenue in the city.

Over the years, the lawyers of the Avenida Luxury Retail Projects team have advised a number of promoters investing in urban rehabilitation projects in the Avenida da Liberdade/ Baixa/ Chiado corridor. They have also used their experience in providing legal support to a range of Portuguese and international clothing, jewellery and watch brands in setting up their stores in Avenida da Liberdade.

We provide our clients with a full legal service, dealing with both the private parties and administrative authorities involved in the process of negotiation for premises to be developed or occupied by investors. This service includes ensuring compliance with all the commercial, legal and regulatory requirements existing in this Lisbon conservation area, as well as anticipating and safeguarding clients against any potential obstacles that may arise during the process.

Our specialisation and experience enable us to advise our clients efficiently, quickly and with a full-service. This means we can guarantee timely compliance with the innumerable legal rules that apply to each type of investment in order to make it possible for our clients to sell or let premises or begin commercial operations in accordance with their planned timetables. With this approach, clients can successfully achieve the objectives they have defined in structuring and promoting their investments in Avenida da Liberdade/ Baixa/ Chiado.

*“We have always achieved positive results when working with PLMJ.”*

*Client reference from Chambers and Partners.*



## Other integrated specialist services

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*As part of our advice on legal and regulatory requirements, we ensure compliance with specific requirements.*

Every project must be well thought out, structured and managed until it reaches completion, in order to prevent obstacles, avoid contingencies and optimise the investments made.

Our work and experience are also concentrated on structuring investment projects and preparing to set up new commercial activities, which includes setting up investment vehicles or other representation structures in Portugal and optimising the tax side of any transaction. Throughout the investment or setup process we also advise on all specific legal or regulatory matters relating to each commercial activity to be carried on in the case in question.

As part of our advice on legal and regulatory requirements, we ensure compliance with the following requirements:

LICENSING AND EXECUTION OF DEVELOPMENT AND URBAN REHABILITATION WORKS

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OBSERVANCE OF ALL THE ADMINISTRATIVE PROCEDURES WITH ADMINISTRATIVE BODIES INVOLVED IN LICENSING INVESTMENTS <sup>(1)</sup>

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COMPLIANCE IN THE AREAS OF LICENSING, ISSUE OF PERMITS, AUTHORISATIONS AND NOTIFICATIONS <sup>(2)</sup>

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EMPLOYMENT AND LABOUR ISSUES RELATED TO HIRING EMPLOYEES TO WORK IN THE STORES OR OTHER ESTABLISHMENTS AND ANY OTHER EMPLOYMENT REQUIREMENTS <sup>(3)</sup>

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COMPLIANCE IN THE AREA OF GENERAL LEGAL REQUIREMENTS TO ENABLE ESTABLISHMENTS TO OPEN TO THE PUBLIC <sup>(4)</sup>

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1) Lisbon Municipal Council, Directorate-General of Cultural Heritage and all the other administrative bodies involved in licensing investments in the Avenida da Liberdade/ Baixa/ Chiado conservation area;

2) For the execution of projects and the start of operations in retail stores, hotels and restaurants, bars and cafes;

3) Employment requirements to be met before establishments can begin operations;

4) Legal authorisation for outdoor advertising, personal data protection, video surveillance systems, trademarks, copyright and connected rights and other mandatory legal requirements).

## Key Contacts

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