

## **Nicola Menaldo Quoted in Bloomberg Law—As Virtual Try-On Fashion Technology Grows, So Do Legal Risks**

Nicola Mendaldo was quoted in *Bloomberg Law* in an article titled, "[As Virtual Try-On Fashion Technology Grows, So Do Legal Risks](#)," regarding the legal, regulatory, and reputational risks associated with virtual try-on technology.

Still, litigation related to the technology is novel, and it's unclear how the Illinois court system will come down on the technology. The virtual try-on cases in Illinois are still in their early stages and there are very few substantive rulings, said Nicola Menaldo, a partner at Perkins Coie LLP in Seattle. Courts have not yet adjudicated core issues like whether the data implicates biometric privacy law in Illinois or what kind of notice or consent is required.

[Read full article at Bloomberg Law.](#)

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