

Matthew E. Epstein

Director

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American and international retailers turn to Matt Epstein for business and real estate law advice. Matt has coordinated the national roll-outs of stores for numerous retailers including J.Jill, J. Crew, Kate Spade, Tory Burch, Betsey Johnson and Swarovski Crystal, including the negotiation of leases at regional malls and urban locations. Matt has over 25 years of experience in a wide range of real estate matters.

Prior to joining the firm, Matt clerked for the Honorable Morey L. Sean, Federal District Court, Eastern District of Louisiana. He is a Director and a former Co-Chair of the firm's Retail, Restaurant & Consumer Industry Group. Matt is a member of the editorial board for the firm's retail blog, [Retail Law Advisor](#).

Accolades

- Martindale Hubbell Peer Review Rated AV Preeminent™
- *Best Lawyers in America*® (2015-2019): Real Estate
- Massachusetts Super Lawyers, 2004 - 2005, 2008, 2010 - 2016
- Recipient, Massachusetts Society for the Prevention of Cruelty to Children's Whiteman Award, 1998
- Harvard Scholar, Cambridge University, Cambridge, England, 1976-1977

Affiliations

- Beth Israel Deaconess Medical Center
 - Chair, Community Benefits Committee
 - Member, Patient Care Assessment and Quality Control Committee
 - Member, Board of Trustees
- Board Chair, Horizons for Homeless Children
- Presidential Advisory Council, Berklee College of Music

Admissions

- Massachusetts

Education

- Harvard College (B.A., *cum laude*, 1976)
- Emmanuel College, Cambridge University (M.A., 1978)
- Harvard Law School (J.D., 1982)

Representative Matters

FatFace Expansion into the United States

Representation of FatFace United Kingdom, a lifestyle clothing and accessories retailer on their expansion into the United States with leases for retail space in Portland, Maine, Lynnfield, Massachusetts, and Newport, Rhode Island.

Blog Posts: Retail Law Advisor

This blog keeps you connected to timely developments and emerging issues in retail law and covers a wide range of topics related to the retail, restaurant and consumer industry. We invite you to learn more about Goulston & Storrs and our Retail, Restaurant & Consumer Group.

May 15, 2019

When the Retail Anchor Becomes the Risk... or Opportunity?

Big box stores have recently been large contributors to the "retail apocalypse" facing owners of shopping centers with broad swaths of empty space. Some landlords are discovering that they need to take a more active role at the helm...

April 24, 2019

Four Ways for Leases to Keep Up with Innovative Retail

Industry experts seem to agree that while traditional retailers may be on the decline, innovative stores that focus on "experiential retail" -- interesting, memorable, interactive, multi-sensory shopping experiences -- will continue to thrive. To keep up with developments in...

April 3, 2019

'Tis Always the Season for a Pop-up

With Tax Day just around the corner, there is a good chance that you find yourself (along with millions of other Americans) scrambling to get your taxes filed at the last minute. You also might notice the temporary tax...

February 21, 2019

Recycling the Big Box

Retailers shuttered a record amount of brick-and-mortar store space in 2018, shattering the previous record set in 2017, and big box stores were the largest contributors to the empty space. Iconic brands, such as Sears, Macy's, J.C. Penney, Toys...

November 13, 2018

Three Trends Driving Consumer Behavior in the Retail Real Estate Business

Goulston & Storrs partners Nancy Davids, Matt Epstein, Karen O'Malley and David Rabinowitz recently sat down with Forbes to discuss how changes in consumer behavior continue to drive evolution in the retail real estate business. The group identified three key...

October 10, 2018

On the Origin of Retail: An Evolutionary Analysis

"Retail Apocalypse!" "Amazon Takeover!" "Goodbye, Brick-and-Mortar!" These reflect the flavor of headlines these past few years: one of a retail Armageddon, or the end as we know it of brick-and-mortar. While several prominent retailers have turned to bankruptcy and store closures, research...

August 15, 2018

Sales Tax Holidays: Serious Savings or Serious Stunt?

This past Friday, consumers across Massachusetts were pleasantly surprised with news of the last-minute approval by the Baker administration of a weekend sales tax holiday. Despite local retailers griping about the eleventh hour prep involved with planning, stocking, staffing...

May 16, 2018

The New Dawn of Retail: Apocalypse or Evolution?

Major retailers that once reigned supreme with brick and mortar stores now face unparalleled challenges. Historically, major retailers dominated the retail industry by opening stores in the most desirable locations and offering fetching merchandise at a great value. But,...

March 14, 2018

#Trending: Omnichannel Loyalty and Leveraging Social Media Channels

Technological advancements in the current digital age allow consumers to browse and buy products on smartphones and tablets, bringing an unlimited number of retail options to their fingertips—literally. Thus, in an effort to distinguish themselves, many brands are adopting...

January 31, 2018

Foreign Retailers Entering New Markets: Finding A Home Of One's Own

The first task facing a retailer entering a new market? To find its customer. This chore takes on more significance for foreign retailers venturing into a complex, expansive and heterogeneous market such as the United States. Depending upon the soundness...

November 21, 2017

Cannes Brick and Mortar Retail in the United States Make a Comeback?

2017 MAPIC Conference in Cannes, France Last week, a contingent from Goulston & Storrs attended the annual MAPIC conference in Cannes (pronounced “Can”), France for the seventh consecutive year. We expected to field questions about the challenges facing brick...

October 26, 2017

Surprises For International Retailers Coming to the USA

We are all aware that stateside landlords long for that new, fresh idea—something they can show off at their mall or street location and that can’t be found in every mall in every city in the country. Successful international...

September 13, 2017

Gearing Up for MAPIC 2017

Our Retail Group is once again getting ready for the annual MAPIC Conference (le marché international professionnel de l’implantation commerciale et de la distribution)! For the 7th year in a row, our team is traveling to Cannes, France for...

August 2, 2017

A Nation of Shopkeepers

David Rabinowitz and Matt Epstein who, with Nancy Davids , co-chair Goulston’s Retail, Restaurant and Consumer Group , spent some time in London last month surveying the retail landscape. There are both similarities and differences between the US and UK...

June 21, 2017

Amazon & Wal-Mart: Pinky and The Brain of Retail

In the opening montage of the American animated series, Pinky and The Brain , Pinky asks his best friend, The Brain: “What do you want to do tonight?” To which The Brain replies: “The same thing we do every...

May 10, 2017

Give Me a Break: Break Me Off a Piece of That...Meal Kit?

Short on time and patience, consumers are jumping on the bandwagon of meal kits and meal kit delivery services, which have taken the retail food industry by storm. Meal kits and meal kit delivery services – such as, Plated...

March 29, 2017

End Of An Era Or Simply a Moment In Time?

What conclusions can we draw from the increasing vacancy rates in prime NYC retail real estate ? A momentary blip? Something we’ve seen many times before, only to be followed by the inevitable climb in rents to their customary...

February 8, 2017

The Power of the Melody Pushes Fashion Forward

The many genres of music – particularly, rock, pop, hip-hop and country – have always pushed the needle forward in fashion. Musical icons from today and yesteryear have given a voice to fashion by creating a kinetic experience full...

December 15, 2016

A Tale of Two Conventions: MAPIC and ICSC New York

Autumn has been a busy time for our Retail, Restaurant and Consumer team , with our attendance at two major industry events each attracting thousands of attendees. Interestingly, both events recorded their largest attendance numbers to date, and given...

October 26, 2016

Black Friday: May You Finally Shop in Peace

Black Friday has traditionally been the day that retailers and consumers gleefully mark on their calendars. Since its inception in the late 1980s and early 1990s, Black Friday has been considered the blast-off point for the holiday season, ushering...

August 3, 2016

Digitizing Brick and Mortar: Geofencing and Geolocation Can Help Retailers Win at Omnichannel

We have blogged previously about the steady rise of e-commerce , the benefits and challenges of creating a cohesive omnichannel experience, and some of the special issues omnichannel creates for the landlord-tenant relationship. Customers may appreciate the convenience of...

July 20, 2016

The Implications of Trademark Infringement Decisions: Aw “Chucks”

There is a growing population of fashionistas and #sneakerheads skyrocketing the sales of fashion retailers and traditional sneaker companies, such as @Nike and @Converse. Forbes contends that sneakerheads represent approximately 5% of the \$22 billion dollar sneaker market in...

July 13, 2016

RETAIL 2020: Future Ready – Innovate to Succeed

In late June, members of the local and national retail community convened at Goulston & Storrs’ Boston office to participate in an interactive panel discussion billed as RETAIL 2020: Future Ready. Panelists included Ben Fischman, the Executive Director of M...

June 16, 2016

To Brexit or Not to Brexit? Our Observations on UK Retail

Our Retail team just returned from a week in London where we met with the firm’s UK-based retail clients and other retail industry professionals. The biggest topic of conversation centered around Brexit . On June 23rd, Britain will hold...

May 25, 2016

Meet The Jetsons: Fashionable Technology

In the opening montage of the famous American 1980's sitcom, *The Jetsons*, we see the family zipping through their futuristic utopia donning clothing and accessories that we could only dream of, until today. Coco Chanel once aptly noted that,...

April 27, 2016

Retail Shopping Outlets in Emerging Markets: A Shopaholic Box of Chocolate

Despite its universality, the shopping mall, as we know it, is at a pivotal juncture in its existence. A tsunami of torrential trends – in particular, the rise of floundering malls and underwhelming sales for luxury anchor tenants –...

February 17, 2016

The Burgeoning Winds of Retail in Emerging Markets

For those that follow the mantra - “fortune favors the bold” - breaking ground in lesser known international retail frontiers may have significant pay-offs, as evidenced by the first-wave of retailers who made retail investments in BRIC cities

December 3, 2015

Report from MAPIC 2015: US Expansion Still Hot Topic

The Goulston & Storrs’ MAPIC team has returned from the 21st annual MAPIC (le marché international professionnel de l’implantation commerciale et de la distribution) conference in Cannes, France. From November 16-18, MAPIC hosted its international retail conference at the...

October 28, 2015

“In fashioning myself, I fashion man” – E-Tailers Champion A Sartorial Renaissance in Masculinity

When it comes to shopping, men generally fall into one of two camps: (a) those who simply don’t know how to shop and would rather book their next root canal before embarking on such an experience and (b) those...

September 23, 2015

#Instagram, #Instafashion, #Instagood: A Fashion Foray into Instagram

Despite its reputation for over-filtered pictures, fashion blogging on #Instagram has moved the needle and compelled the fashion industry to welcome a group of #fashionistas that traditionally have been considered the plebeians of the fashion world. The rise of...

September 16, 2015

Fashion Week Beyond the Photo Shoots

What would the retail industry be without Fashion Week, the twice-a-year event series during which major designers launch their women’s ready-to-wear lines? What we see on the catwalk during this week highly influences consumer tastes – and sometimes behavior...

August 5, 2015

An A+ in Back-to-School

It may only be the first week of August, but the retail world is already in full swing with one of its most important times of the year: back-to-school. Back-to-school is the second-biggest shopping season of the year, trailing...

July 1, 2015

Let Freedom Ring!

Goulston & Storrs has a long and proud tradition of supporting diversity. It's not just a theoretical goal; we believe diversity helps us recognize and appreciate alternate viewpoints which ultimately improves our firm and our ability to serve our...

June 10, 2015

Summer Retail: Sales Tax Holidays, Pit Stops, and Where the Deals Are

Memorial Day has passed and while offices still hum with productivity, we can feel summer around the corner. With that in mind, we've explored what might be in store for the retail industry this summer. Although the usual break...

May 20, 2015

Claims about Biodegradable Plastics Breakdown Under FTC Scrutiny: Marketers Beware!

In the recent administrative proceeding before the Federal Trade Commission (FTC) against ECM Biofilms, Inc. (ECM), the FTC's presiding chief administrative law judge (ALJ) ruled that the plastics additive manufacturer ECM violated the FTC Act by deceptively claiming, and...

April 22, 2015

Retail Innovation Districts: The Community Outfitters

For many decades, the downtown, metropolitan area of a city was considered the central breeding ground for innovation and economic development. Establishing a retail chain within a metropolitan hub was considered the benchmark of success and the most sure-fire...

February 11, 2015

What's on the Menu? A Look at the New FDA Quick Serve Restaurant (QSR) Labeling Requirements

We recently reported in to our clients about a little-known element of the Affordable Care Act ("Obamacare") that will require many QSRs (Quick Serve Restaurants) to provide specific calorie and nutrition information to their customers and on their menus....

February 4, 2015

When Fashion Met Style...Spin-Off Stores

Over the past few years, there has been a discouraging rash of mall vacancies and closings, as traditional department stores and retail chains have had to close shop, lick their wounds, and get back to the drawing board in...

November 30, 2018

Private Equity and Venture Capital: A Roundtable Discussion

Lawyers Weekly

November 26, 2018

Private Equity and Venture Capital: A Roundtable Discussion

Massachusetts Lawyers Weekly

September 15, 2015

NLRB Issues Significant Ruling on "Joint Employer" Issue

February 11, 2015

FDA Finalizes Chain Restaurant Menu Labeling Rules

December 23, 2014

NLRB Claims McDonalds Is "Joint Employer" of Franchisee Employees