To our readers

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The editors of this journal believe that European and international consumer law is of such relevance in today's economic climate that it deserves a new quarterly journal: The *Journal of European Consumer and Market Law* (*euvr*).

The past months, with financial markets in turmoil, have put consumer issues high on the agenda of European legislators. But it is not only the active role of law-makers that calls for thorough legal analysis but also the development of the area of consumer law itself: The discipline is now firmly established as a part of business law and no longer clings to the old values of consumer protectionism. The debates in consumer law have lost the ideological flavour of former times. Consumer welfare and market freedoms are now starting points for sound market analysis, cross-border issues are common practice; economic thinking is integrated into legislation and law enforcement. Consumers themselves are no longer seen as needy objects of protection but - might that be right or wrong - as responsible business partners. In addition, consumer law in the EU is now a truly European subject with some of the most relevant legislation and rulings coming from Brussels, Strasbourg and Luxembourg.

This paradigm shift needs to be reflected by outstanding legal writing, and this is what the *Journal of European Consumer and Market Law* is dedicated to deliver. The editors strive for achieving high academic standards. The quality of the contributions will be safeguarded by a rigorous peer-review process: Articles in the *euvr* are double-blind and independently reviewed by experts supported by our eminent Editorial Board.

The editors take this opportunity to thank the members of the Editorial Board for the trust they have placed in this ambitious project as has Springer, our publisher. The European and international approach is reflected in the composition of the editorial team and our language policy: The eight editors work in five different member states and contributions may be printed in English and/or in German.

This first issue showcases the agenda of the *euvr*: Advocate General *Verica Trstenjak* makes a strong case for a new approach towards consumer law. The debate on European Private Law harmonisation continues to rage on and *Fryderyk Zoll* gives us a fascinating account of the road to unification. The new architecture of consumer finance regulation in the wake of the financial crisis is analysed and dissected by *Iain Ramsay*. Our legislation report features the most notable European projects such as the eagerly awaited Consumer Rights Directive amongst other key texts now being formulated or adopted. Yet, law making is not only the remit of the legislator. Courts also make important contributions. In this issue, the case commentaries cover the *Weber-Putz-Case*, a revolutionary decision by the Court of Justice of the European Union, as well as the Italian *Ryanair* decision, which shows how national institutions give substance to the words of directives. A comprehensive list of pending cases and events where the community of consumer lawyers meets, provides all the information necessary to keep abreast with the latest developments in consumer law. Accordingly, the *euvr* addresses academics and practitioners from law firms, enforcement authorities and government departments, consumer associations or undertakings and anyone else with an interest in consumer law.

With this concept of an unbiased and independent European, peer-reviewed journal on consumer and market law we invite you to read. But we also encourage you to write and participate - a journal is only as good as its readership. Since you are actively engaged in shaping modern consumer law we are looking forward to hearing from you. Join the debate by sending your contributions or comments to <editors@euvr.eu>.

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