

Press Release:

Frankfurt Agreement: 25 European fashion institutions creating the “European Fashion Alliance”. A powerful new network of fashion organisations aiming to unite and change the European fashion landscape.



(Photo Credit: Frank Baumhammel for Fashion Council Germany)

Berlin, 21 June 2022. The first real transnational alliance of European fashion councils and institutions is founded by 25 European fashion organizations aiming to empower a prosperous, sustainable and inclusive European fashion ecosystem. During a two-day summit in Frankfurt at the end of March 2022, Fashion Council Germany brought together the most leading European fashion organisations to form a coalition of change, with the support of Messe Frankfurt and its global Texpertise Network.

Inspired by the words of Ursula von der Leyen, President of the European Commission, and Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth calling for the reinforcement of the fashion industry on European level, the Alliance aims to be a strong common voice advocating for and accelerating the transition of European fashion towards a more sustainable, innovative and inclusive creative future.

With the Frankfurt Agreement, the European fashion organisations decided to join this new industry coalition and the intention to develop collectively an active and reactive strategy for the industry's need to change in the next months.

The Alliance is created to strengthen and enlarge a new network of councils and institutions to develop a common understanding of practical objectives of how the fashion industry and its multiple actors, support organisations and indirectly SMEs and large companies and professionals, can collectively help to transform the industry and protect the planet and all its inhabitants better. With this Alliance, the European fashion organisations who are representing a large and unique part of the fashion industry, aim collectively to reinforce European fashion on a sustainable, inclusive, innovative and promotional level and to accelerate the translation of these objectives into realistic actions and policy recommendations.

With this one-of-a-kind network of European fashion councils, promotion institutions, incubators and clusters the new Alliance aims not only to share, educate and research market knowledge, contacts and best practices but also to advocate at European level with different economic, political and social stakeholders for a prosperous future.

Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth, stated in her opening speech at the Frankfurt summit on 23rd of March 2022: *"Fashion is a key industry for creative design. I know that you have come together today, to discuss amongst others, the possibility of creating the European Fashion Alliance. I personally think this is a brilliant idea. See me as a facilitator and count on my support."*

Pascal Morand, President Fédération de la Haute Couture et de la Mode says: *"The new European Alliance echoes the New European Bauhaus and the major challenge it represents: Fashion can and must pave the way. It is at the crossroads of economy and culture, of the noblest hand-made know-how and of the most advanced technologies, of aesthetics and functionality, of inclusion and diversity. Creativity is its breathing and sustainability henceforth its unsurpassable horizon. It is even more important now to share, carry and materialize these values at the European level and this is why the Fédération de la Haute Couture et de la Mode has joined the new European Alliance"*

The first summit in March was supported by Messe Frankfurt, the world's leading organiser of textile trade fairs. Messe Frankfurt's Texpertise Network, a combination of a global network and expertise in the international textile business held in high regard worldwide, currently comprises 60 international events for the entire textile sector including the segments of Apparel Fabrics & Fashion, Interior & Contract Textiles, Technical Textiles & Textile Processing, and Textile Care. Today, 21st June, the European fashion alliance uses this international platform to present its vision & mission during a panel talk.

The EFA members invite other similar mindset organizations to support its mission and ambition to create a better future by joining the alliance. The next summit of the European Fashion Alliance will take place during Gran Canaria Swim Week by Mode Cálida from the 18th till 21st of October 2022.

Members of the European Fashion Alliance:

Asociación Creadores De Moda de España (Spain), <https://creadores.org/>

Austrian Fashion Association (Austria), <https://www.austrianfashionassociation.at>

Baltic Fashion Federation (Latvia), <https://bffederation.com>

Bulgarian Fashion Association (Bulgaria), <https://www.bgfa.eu/>

Camera Nazionale Della Moda Italiana (Italy), <https://www.cameramoda.it/>

Copenhagen Fashion Week (Denmark), <https://copenhagenfashionweek.com/>
Council for Irish Fashion Designers (Ireland), <https://irishfashiondesigners.com/>
Estonian Academy of Arts (Estonia), <https://dima.artun.ee/>
Fashion Council Germany (Germany); <https://www.fashion-council-germany.org/>
Fédération de la Haute Couture et de la Mode (France), <https://fhcm.paris/fr/>
Fédération Français du Prêt-à-Porter Féminin (France), <https://pretaporter.com/>
Flanders DC (Belgium), <https://www.flandersdc.be/en>
Icelandic Fashion Council (Iceland), www.fatahonnunarfelag.is
Global Fashion Agenda, <https://globalfashionagenda.org>
Gran Canaria Moda Cálida (Spain), <https://www.grancanariamodacalida.com/>
MODA-FAD (Spain), <https://www.fad.cat/moda-fad/en>
Modesuisse (Switzerland), <https://www.modesuisse.com/>
Modalisboa (Portugal), <https://www.modalisboa.pt>
Norwegian Fashion Hub (Norway), <https://www.norwegianfashionhub.com>
Slovak Fashion Council, (Slovakia), <https://slovakfashioncouncil.sk/>
Swedish Fashion Council (Sweden), <https://www.swedishfashioncouncil.se>
Finnish Textile & Fashion (Finland), <https://www.stjm.fi/>
Taskforce Fashion (Netherlands), <https://taskforcefashion.nl/>
The Prince's Foundation (UK), <https://princes-foundation.org/>
Wallonie Bruxelles Design Mode (Belgium), <https://www.wbdm.be>

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