

## **ECCIA welcomes the European Commission's e-commerce sector inquiry report**

The European Cultural and Creative Industries Alliance (ECCIA) today welcomed the publication of the European Commission's final report on its e-commerce sector enquiry.

The Report clearly demonstrates the growth of e-commerce in a highly competitive environment under the current rules. This is especially true of the European high-end sector which is today a major digital player, with the Internet being a cornerstone of its business model and a very efficient direct vector of the high-end image of its products towards consumers, in line with the ambitions of the Digital Single Market strategy.

Guillaume de Seynes, Chairman of ECCIA, stated that *"the report brings further clarity as to the legitimacy of our business practices in line with the existing legislation on vertical restraints and related guidelines. The existing framework has enabled our brands to provide our customers with the shopping experience they expect, and create an omnichannel experience which reflects the quality and excellence of our products"*.

In particular, ECCIA welcomes that the report:

- emphasises that the quality of the product and the brand image are important components of the brands' ability to attract customers;
- acknowledges the validity of the selective distribution principle when it is used appropriately and in line with the European Commission guidelines on vertical restraints – which is the case for the high-end sector;
- recognises the relevance of the brick and mortar shops, in particular for the luxury sector;
- underlines that the decision not to sell on marketplaces, when based on justified criteria, is not considered as a hardcore restriction, which is in line with the current Vertical Restraints Block Exemption Regulation No 330/2010 and its guidelines.

The publication of this report coincides with the mid-term review of the European Commission's Digital Single Market (DSM) strategy. In this context, certain issues still constitute an obstacle to the creation of a safe and sustainable digital environment for consumers and businesses alike. Therefore, ECCIA strongly encourages the European Commission, as part of this strategy, to address in parallel other infringements, for example through a strengthening of the framework of intellectual property rights protection. Indeed, curbing the proliferation of online counterfeiting, which undermines consumer trust and business confidence alike, constitutes a key milestone in the completion of the European DSM.

## **About ECCIA**

The European Cultural and Creative Industries Alliance (ECCIA) is composed of the five major European high-end goods and creative industries organisations: Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy), Meisterkreis (Germany) and Walpole (UK), who between them represent over 400 high-end brands and cultural institutions.

Based on art, culture and creativity, our work is underpinned by continuous innovation, a relentless focus on quality, highly skilled employment and strong export abroad. Our members strive for the highest quality in all they do, from products and services all the way to the experience offered to consumers.

## **Contact**

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