

The European Cultural and Creative Industries Alliance welcomes proposals by the European Commission supporting the European fashion industry for job creation in Europe.

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The European Cultural and Creative Industries Alliance composed of the five major European luxury goods and creative industries organizations, Circulo Fortuny (Spain), Comité Colbert (France), Fondazione Altagamma (Italy) and Walpole British Luxury (UK) and Meisterkreis - Deutsches Forum für Luxus (Germany) supports the proposals announced by Vice President Tajani at today's high level lunch on the Competitiveness of the Fashion sector.

Today, at a high level roundtable discussion to which the following members of ECCIA have been invited: Chanel, Dior, Emilio Pucci, Harrods, Loewe, Moser, Max Mara and Thomas Pink; Vice President Tajani announced the opening of discussions for further collaboration on the 3 following proposals:

- The present group to become a high level advisory board on competitiveness
- The creation of a European data observatory for the luxury market
- The launch of a second study, following the current one on fashion, on the importance of the luxury sector to Europe and its links to tourism

The ECCIA, as the representative of Europe's Cultural and Creative Industries, highly supports these proposals by the European Commission, in line with its ongoing positioning as key for job creation and competitiveness in Europe.

The European luxury sector is a key driver of sustainable growth and is of particular significance to Europe by contributing to its overall economic health, competitiveness, creativity, innovation, employment and export.

European brands account for about 75% of the worldwide luxury market and among the top 25 worldwide luxury companies, 17 are from the European Union.

The personal luxury goods market remains a key driver of growth for Europe accounting for more than €170 billion of the worldwide luxury goods consumption, in Europe, and employing, in 2010, from 800,000 to 1 million people.

More than 70% of the luxury goods produced in Europe are exported outside the region; the European luxury goods sector continues to design and manufacture in Europe.

Its sustainable business model and drive for innovation and excellence has proven the sector's resiliency in the financial crisis.

Setting the right framework conditions for growth: issues for the Commission's attention

- Support employment: encourage European artisanship and craftsmanship
- Support the European export industry: enable free trade and encourage tourism
- Increase consumer trust: encourage online growth and innovation of the Cultural and Creative Industries (CCIs)
- Support the consumer: raise the standards so everyone can benefit from them

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