

EMAIL YOUR MEMBER OF PARLIAMENT: GROWING FASHION'S FUTURE IN THE UK

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Please cc: government@britishfashioncouncil.com into your email.

Copy for New MP Email:

Business Name
Business Address
Business Postcode

Dear XXX,

Growing Fashion's Future in the UK

Congratulations on your recent election as MP for **Constituency Name**.

I'm writing to you on behalf of **Business Name**, based in your constituency, to ask how you plan to support our business and UK #FashionsFuture.

[Inset para about you/your business here. Why is fashion important to you? How are you essential to your local community? What local initiatives do you support? How many people do you employ? If comfortable, share some financial figures - show how your business has the potential to grow].

Across the country, the British fashion and fashion retail sectors remain a crucial economic and social driver within the UK's world-leading creative industries. We directly generate £28.9bn in GVA and employ 819,000 people (supporting a total of £67.5bn in GVA and over 1.4mi jobs through broader supply chain and consumer impacts) in the UK economy.

Compared to other leading sectors, fashion and fashion retail's direct contribution to the UK economy is greater than that of the aerospace, defence, and space sectors combined (£27.7bn) and employs over double their combined sector headcount of 304,000.

We are members of the [British Fashion Council](#), which has identified 5 key priorities for the sector:

- 1. Restore the VAT Retail Export Scheme (also known as "Tax-Free Shopping") and reform Business Rates to boost growth in the fashion retail sector.**
- 2. Greater trade and export investment for UK fashion designers.**

- 3. Support our world-leading fashion education sector with a commitment to STEAM, not STEM.**
- 4. Develop a new generation of businesses and skilled workers in the fashion sector.**
- 5. Introduce legislation to activate sustainable business practices to meet decarbonisation and net-zero targets.**

Please support us and the British Fashion Council in achieving our priorities.

The British Fashion Council and Institute of Positive Fashion stand ready to work with the government to develop a practicable regulatory framework to activate better business practices addressing sustainability concerns, harmonised with international standards and regulations in other global markets, particularly the EU.

Should you wish to understand these issues in more detail, you can find more information at www.britishfashioncouncil.com/election2024.

I look forward to hearing from you and receiving your pledge of support for the priorities above.

If you would like to visit our business and learn more about what we and the wider fashion sector offer both the constituency and the country, we would be more than happy to welcome you.

Best wishes,

XXX