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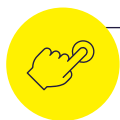
**REPORT**

**2021**

FASHION ROUNDTABLE



This is an interactive report. Please use the main menu, contents page and hyperlinks to navigate your way through.



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# WHO WE ARE

**Fashion Roundtable is the leading think tank** for the fashion industry, improving the sector by impacting public policy on education, inclusion, ethics, sustainability and business.

We collaborate with the UK Government and Parliament to create prosperity for business, people and planet. As the Secretariat for the All-Party Parliamentary Group (APPG) for Textiles and Fashion and the APPG for Ethics and Sustainability in Fashion, we are uniquely placed to advocate on behalf of the industry.

Fashion Roundtable have consistently been the first to address the challenges of Brexit, Covid-19, climate change, exploitative working practices and inclusion in fashion. We use our platform to highlight inequalities across the fashion industry and to effect long-lasting social, business and environmental change.



**Fashion Roundtable continues to successfully engage with the key issues facing our sector. In 2021 their Brexit report and continued engagement with the Government allowed the fashion industry to ensure its voice was heard in these challenging times. I care passionately about our world leading talent and ensuring that the fashion industry I have worked my entire career to promote, has a seat at the table. I believe that Fashion Roundtable has been key to achieving that.**

**Harold Tillman CBE**

Former Chair of the British Fashion Council





# 2021 A YEAR OF IMPACT AND INFLUENCE

At the start of 2021 we launched the **#dontmakefashionhistory** campaign reaching over **2.2bn media coverage**, with reports across global as well as national media, from The New York Times and Liberation, Stern and the BBC, Financial Times, Sunday Times, Daily Mail and many more.

This campaign led to a meeting with a Government Minister to address the fashion industry's issues with Brexit. We also wrote and published the follow-up to the only fashion-focused policy report addressing Brexit impacts on the industry, including voices from all levels of the fashion industry via survey and events engagement.

Our **'Representation and Inclusion in the Fashion Industry'** report for the APPG for Textiles and Fashion is the first report of its kind with a fashion industry focus, addressing the structural issues and generating the impactful policy solutions for a more diverse and inclusive sector. The paper introduced recommendations to both industry and government to address the barriers to diversity and inclusion

across multiple levels of the industry, from modelling to the board room.

Our **#CleaningUpFashion** report for the APPG for Ethics and Sustainability in Fashion, was well received

**The APPGs have provided me with information that has enabled me to, most importantly, engage with senior pupils at local Falkirk schools on the whole supply chain, unethical fashion practices, and in turn these pupil representatives, when interviewed at COP26, The New York Times venues by broadcasters, spoke on how the fashion industry had to change its practices.**

**John McNally MP Member of the Environment Audit Committee and the APPG for Textiles and Fashion and Ethics and Sustainability in Fashion APPG**

by the Government, parliamentarians and industry leaders. Our findings offer clear, evidence-based recommendations that deal with the causes and symptoms of a sector with massive market responsibility, that clothes us all and is global in its economic, environmental and social significance.

The papers garnered coverage across BBC, Drapers, Vogue Business, Forbes, the Financial Times, The Guardian, The Sunday Times, WWD, Grazia, Business of Fashion, DAZED, Fibre2Fashion, SHOWstudio, The

Industry.Fashion, EcoTextile News, AnOther FashionUnited, and Fashion Network.

In advance of **COP26**, we led on a campaign **uniting the 50 members of the fashion industry and civil society organisations** including Eco-Age,

Fashion Revolution, Sustainable Angle and CSF. The letter highlighted the integral role and impact the fashion industry can play in addressing net zero and climate change goals, should leaders recognise this importance and act accordingly to encourage and pursue change. The letter had over 65 leading industry signatories.

On top of these campaigns, Fashion Roundtable successfully lobbied the trade union **@bectuunion**, to add union representation for Fashion Assistants and Stylists; had some incredible guests on our **#FrontRowtoFrontBench** podcast series; and continued to push on policies to better the industry for everyone.

We are proud of all that we achieved in 2021 despite the challenges and will continue to fight for an industry that is prosperous for business, people and the planet in 2022 and beyond.





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REPORTS LAUNCHED  
**CLEANING UP FASHION**  
AND  
**REPRESENTATION & INCLUSION PAPER**

2.2 billion

GLOBAL MEDIA REACH FOR  
**DON'T MAKE FASHION HISTORY CAMPAIGN**  
AND MEETING WITH GOVERNMENT MINISTER

500+

ORGANISATIONS REACHED

# KEY ACHIEVEMENTS

241,601

PEOPLE MET THROUGH OUR SOCIAL MEDIA CAMPAIGNS

EVIDENCE GIVEN AT DCMS SELECT COMMITTEE SESSION ON  
**EU VISAS AND TRAVEL**  
FOR CREATIVE WORKERS

17 million

REACHED THROUGH ADDITIONAL PRESS AND MEDIA APPEARANCES

WE PENNED AN OPEN LETTER TO WORLD LEADERS AHEAD OF **COP26** ALONGSIDE FASH REV, ECO AGE, CSF, CO, SUSTAINABLE ANGLE AND 50+ FASHION INDUSTRY SIGNATORIES

2

ACHIEVED **UNION REPRESENTATION** FOR FASHION STYLISTS AND FASHION ASSISTANTS

T&F APPG ROUNDTABLES

MEETING WITH MINISTER SCULLY, BARONESS LOLA YOUNG AND CATHERINE WEST, MP (ESF APPG CO-CHAIRS) ON **GARMENT ADJUDICATOR**

145+ ARTICLES AND MENTIONS IN THE MEDIA



# REPORT LAUNCHES

In 2021, Fashion Roundtable launched two policy papers, via the ESF and T&F APPGs, on

**#Cleaning up fashion**

and

**#Representation & Inclusion**

These two papers were the culmination of two years of research, evidence gathering, interviews and analysis.



# CLEANING UP FASHION



The **Cleaning Up Fashion** report utilised **9 evidence sessions**, bringing together **13 politicians, 350 individuals, 150 organisations, 25 experts, and 95 organisations and individuals** submitted evidence. In doing so, the report examines the combined issues of worker exploitation, climate change and offers sustainable solutions to support sector transformation towards net zero and the

levelling up agenda. The report then offers clear, evidence-based recommendations that deal with the causes and symptoms of a sector with massive market responsibility, that clothes us all and is global in its economic, environmental and social significance. Key recommendations included: the introduction of a garment adjudicator and the need for incentives for onshore manufacturing.

## WHAT THEY SAY

**43%**

of respondents chose the top level of concern when asked how problematic they believed the issue of Modern Slavery in the UK was.

**24.5%**

of respondents self-certified at the top level of concern about the impact of COVID-19 on their business.

**53%**

of respondents expressed a clear preference for a focus on onshoring. 30% noted the benefits that onshoring could provide but recognised the complexity of such a move for the impacts both in the UK and globally. Many highlighted the need for fair wages and better work environments in the UK in order for onshoring to work. Others raised the issue of the negative impact onshoring could have on the current garment workers in global supply chains.

**33%**

Surprisingly, only 33% of respondents explicitly mentioned Government action when asked what changes need to be made to work toward a more sustainable future in the fashion industry. Conversely, 58% of responses highlighted an industry recommendation.

**69%**

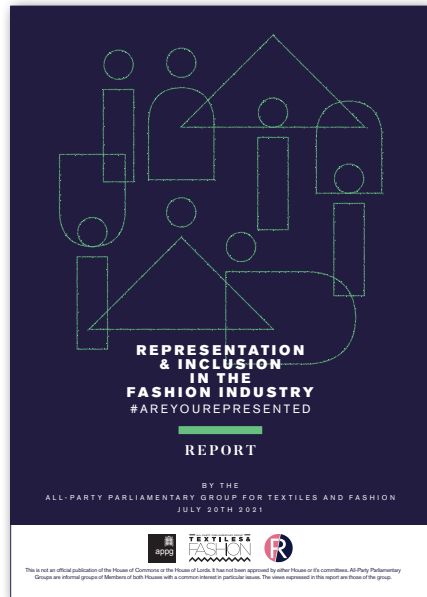
responded positively when asked explicitly whether Government support should be provided to embed sustainability into business practice, 110 respondents gave the above feedback, ranging from a broad array of industry leaders to consumers.

**72%**

of respondents self-certified at the top level of concern about the climate crisis.



# REPRESENTATION AND INCLUSION



The **Representation and Inclusion in the Fashion Industry** report, from the Textiles and Fashion APPG hosted **5 parliamentary evidence sessions**, which included submissions from designers and creative directors, models and model agents, and fashion educators; written evidence submissions; as well as a survey with over **337 respondents**, ranging from fashion professionals to students and consumers. The report looked at the role of the fashion professional and the impacts which a lack of diversity and inclusion has, not only on the individual,

but also the economic impacts on the business revenue of a brand and on the wider economy. The report also offers solutions to address the social, cultural and far-reaching implications of a less inclusive fashion industry, including: the appointment of a senior civil servant that coordinates and leads on the UK government's policy on the fashion industry, legislating for large corporates to make reporting on recruitment and pay pertaining to ethnicity, gender, and ability mandatory, and a recommendation to industry to review diversity practices.

## WHAT THEY SAY

**83%**

of our evidence submissions believed that the government should play a role in demanding better representation and inclusion in the fashion industry.

**87.5%**

of those surveyed do not feel represented in advertising campaigns, fashion shoots and on the catwalk.

**88.1%**

of those surveyed believed that images produced by the fashion industry do not represent a spectrum of different bodies and identities

**94.4%**

of those surveyed think it is important to see bodies like their own reflected in media images.

**68%**

of those surveyed stated that they had experienced or witnessed discrimination in the fashion industry based on appearance or beliefs, with the largest group of those surveyed saying this was based on body image at 73.4% with ethnicity being the next highest reason at 49.2%, followed by age at 48.6%, disability at 48%, gender at 27% and religious expression at 17.6%.

**83.7%**

of those surveyed stated that if a fashion brand is shown to be non-inclusive, this would impact on their decision to shop with them.

**76%**

of those surveyed believe that fashion imagery should combine fantasy with real life, only 4% believe that the imagery should be purely fantasy and 16.3% believe that fashion imagery should be based purely on real life, showcasing diverse selfhoods.

**90.5%**

of those surveyed stated that if a fashion brand has a good reputation for being inclusive (i.e. catering to marginalised people and showing a diverse range of bodies in adverts), then this would motivate them to purchase from those brands.

**82.8%**

of those surveyed believed that the government should play a role in demanding better inclusion and representation from the fashion industry.





Fashion Roundtable has uniquely addressed and led the way on discussing the impact on the fashion industry of the issue of diversity and inclusion. Unfortunately without more voices and real change, one voice, our voice, isn't strong enough to make a real difference and the necessary structural change. The reason being, the lazy attitude of giving tokenistic selections of talent a chance, and not really allowing the most talented in the door. For no other reason than to avoid REAL competition, to allow diverse talent advancement. Something Fashion Roundtable is founded on and committed to...



**Karen Binns**

Fashion Director, Fashion Roundtable

Member of the British Fashion Council's Diversity & Inclusion Steering Committee





Truthfully, we have only scratched the surface when it comes to tackling Representation and Inclusion in its entirety. We found that it is much more about culture, history, bias and ingrained mentalities than what may look ‘pretty’ in a fashion campaign, but it goes without saying that research like this impacts on real people and real lives on a daily basis. This means that the work is vital, and as large and difficult as it may be – it is non-negotiable.

**Davina Appiagyei**  
Policy Researcher, Fashion Roundtable



# BREXIT REPORT AND CAMPAIGN

To kick off 2021, Fashion Roundtable led the fashion industry in a campaign to demonstrate the wide impacts of Brexit on the sector.

Our **#dontmakefashionhistory** open letter to government had over 450 signatories across the fashion industry and a **media reach of 2.2bn**, highlighting just how impactful these changes have been, and will continue to be, to the fashion community if not rectified. We demonstrated that the industry can unify in one voice and can offer policy solutions to help our industry thrive. This led to a **one-to-one meeting** with the relevant government minister to understand the needs of the industry.

Since this campaign work in the first quarter of 2021, Fashion Roundtable's fashion industry policy work made strides, **providing evidence to the DCMS**

**select committee** on freelance creative work and travel in the EU, **briefings** across BEIS, DCMS, the House of Commons and Lords representing the need for garment workers to be added to the SOL, **reinstatement of the VAT Res**, **pushing forward the start date of Craft and Design T-Levels**, scrapping red tape, and more. All of which were made as recommendations from May's Follow-up Brexit report.

Fashion Roundtable has united on these topics with other industries in the creative sector, including the music industry. Creative work across the board has been damaged by the Brexit deal, and the contribution of creatives to the UK economy, £111bn in 2018, and to build all the creative sectors up, will build fashion, the biggest creative contributor to the economy, up along with them.

PRINCIPLE RESULTS



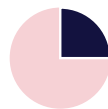
59%

say Brexit has impacted their business since the end of the transition



77%

said they expect to be affected post-lockdown



25%

said they have considered relocating all or part. A further 15% said they might consider relocating all or part of their businesses



91%

say they want a visa that allows creative access to EU countries cheaply and quickly



39%

said if offered tax relief they would be more likely to localise manufacturing with a further 39% saying they might consider onshoring



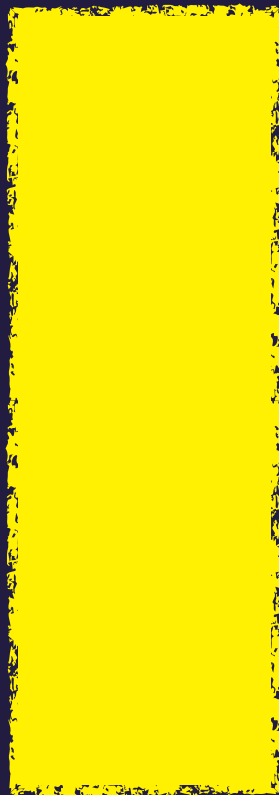
In a world of Brexit chaos, lack of information and political stances - the clarity and support we found amongst the Fashion Roundtable - strengthened our determination to keep going and continue to produce and design and retail in this country.

Isabel Etedgui  
CEO Connolly





# IMPACT



2021 was a very busy year for Fashion Roundtable. We started the year with our Don't Make Fashion History campaign, which highlighted the concerns of the sector as the UK left the EU. This campaign had a phenomenal global response, with media and press reports from all over the world and led to a meeting with the Minister for Small Business.

I was delighted that Bectu agreed to add fashion stylists and fashion assistants to their union representation. This is something I have been campaigning for since I launched Fashion Roundtable and I hope that with time, this helps eradicate the non-payment and workplace abuses which sadly have been all too common for all too long.

We held evidence sessions and gathered data for our two reports published in July 2021 for both of the APPGs we work as secretariats for:

**Cleaning Up Fashion**, co written with Professor Dilys Williams addressing the social and sustainable impacts and offer solutions for the fashion industry and **Representation and Inclusion in the Fashion Industry** led by Dr Royce Mahawatte and Davina Appiagyei. Reports I believe we can be proud of and which shine a light on where the industry is and where it needs to go.

2021 was not a year of IRL events for Fashion Roundtable, something I hope we can restore to our calendar in the coming year, but with our newsletters, webinars and online events, I hope that we helped as many businesses and fashion creatives as possible realise their potential in such challenging times.

-  
**Tamara Cincik**  
CEO and Founder, Fashion Roundtable







Social media plays a huge role in communicating our ideas and goals for the fashion industry.

Fashion Roundtable’s campaigns landed firmly on social media in 2021. Our more popular posts reached impressions of up to 12K and above - a testament to our strong brand, messaging and topical research.

Our policy research on Brexit, Cleaning Up Fashion and Representation and Inclusion remains uniquely groundbreaking, drawing in spectators from the fashion industry and beyond. Our short term campaigns like the call to world leaders for COP26 garnered mainstream media attention and united the fashion industry in a short space of time.

The engagement with our content is organic and growing rapidly, placing Fashion Roundtable in a strong position for 2022. Our ideas and the execution of our communications will continue to go from strength to strength, I am certain.



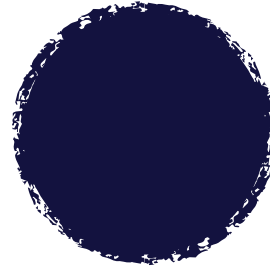
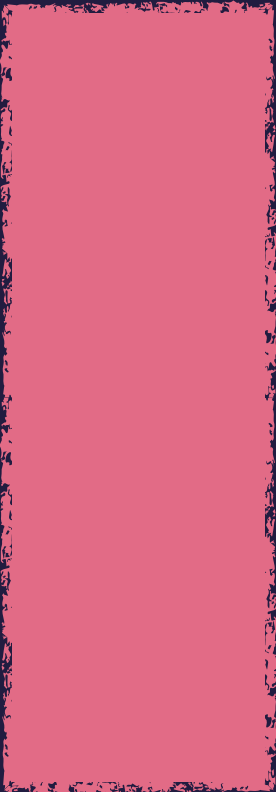
**Maliha Reza**

Social Media Manager, Fashion Roundtable





# NEXT STEPS



In 2021, Fashion Roundtable continued to connect with fashion and policy communities online, bringing together more people than would have been able to attend events in person before, and opening up the potential to hear voices from across the world.

Now is the time for us to take forward that input, and push for the changes and innovations that will help the industry and its workers to thrive in a way that everyone is included, does not exploit people or resources, and is considered and sustainable.

2022 will see the follow-through on the key recommendations from the Cleaning Up Fashion, R&I, and Follow-up Brexit report. By engaging with ministers, members, peers, and governmental departments, bolstered by our connections across our industry, CSOs, and beyond, Fashion Roundtable will seek to put the mechanisms in place that will improve the industry across the board, for people and planet.



”  
**LET'S TALK**



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**FASHION ROUNDTABLE**  
FRONT ROW TO FRONT BENCH