

FREE MOVEMENT FOR FASHION CREATIVES

Following an industry-wide roundtable meeting, Fashion Roundtable have highlighted the key issues, impacts and unforeseen consequences of Brexit in our [open letter](#), with a call to action. A key concern for the industry is the limits placed upon freedom of movement for fashion creatives, which is antithetical to a sector that relies heavily on last-minute bookings and an ability to move freely for work. We now have a template [letter](#) to MPs which fashion stakeholders are using to raise their concerns and call for an urgent roundtable meeting with Ministers.

Key Points

- The UK fashion industry is reliant upon freedom of movement within the EU27;
- Some model agencies receive 25% of their booking from the EU27;
- The UK industry also relies heavily on EU talent;
- The new rules may make it harder to assemble photo shoots and other fashion events at short notice;
- Creatives moving between the UK and EU27 may need time-consuming and costly ATA carnets for garments and equipment to be transported;
- London's status as a gateway to Europe may come under threat, with EU-based brands finding it more comfortable to shoot in the EU27.

Concerns & Problems

Our concerns on freedom of movement for fashion creatives largely echo those raised recently by the music industry about the need for work permits for each EU member state and paperwork for moving products and equipment. Creatives also want freedom of movement across Schengen for shoots, as this is where they work and failure to deliver this will see a talent drain, as many will place access to markets above where they pay their taxes.

Like the music industry, fashion creatives rely on free movement to facilitate last-minute bookings and short-term work. As a result, an effective migration and work visas system is essential for the UK's £35 billion a year fashion industry.

Out of the UK's 15,000 models, the British Fashion Model Agents Association (BFMA) estimates that just under half of those models are British, a quarter is non-EU, and almost a third are EU citizens. In the UK, 50 per cent of creatives are self-employed and often get offered work in the EU at 24 hours notice, as highlighted by the Incorporated Society of Musicians. Now that the Brexit

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transition period has come to an end, UK models and other creatives will require Tier 5 sponsorship alongside non-EU models.

Under the UK's new points-based immigration system, fashion creatives will need to obtain a "tier 5 certificate of sponsorship" to work in the UK or a "permitted paid engagement visa" one-off visit. For some agencies, 25% of model bookings come from the EU, but the new immigration rules will make it more difficult organise shoots at short notice and for creatives to hop from one country to the other with relative ease.

A key concern highlighted by the UK fashion industry is that the rules threaten the UK's status as a global hub for fashion creatives and note that many high street EU brands in the UK, such as Zara, may find it easier to arrange shoots in the EU27.

The ability for samples, including garments and equipment is also of concern for the UK's fashion industry and creatives. In the eyes of customs, a "sample" is something that you could not resell. But most fashion samples are pristine and could be resold, and would be subject to full duty. As with other goods entering the EU, it will require the correct documents to clear customs. Using an ATA carnet is the primary way samples will get into the EU - which can be very costly and is currently priced at £325.96. The same issue that musicians were facing with their equipment.

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