

# BRITISH FASHION COUNCIL

SOMERSET HOUSE • SOUTH WING • STRAND • LONDON WC2R 1LA

Telephone: +44 (0) 20 7759 1999 • [www.britishfashioncouncil.com](http://www.britishfashioncouncil.com)

Twitter @BFC • Facebook & Instagram: britishfashioncouncil

A limited company registered in England No. 2050620

30 July 2019

Dear Sara

Thank you for your letter. There are many parts of your letter that I wholeheartedly agree with. These are extraordinary times; we are facing a climate change emergency and we all need to act.

As you know, over the past few years, we have been proactively working with our network and designer brands to build more sustainable businesses and it fantastic to see so many new businesses creating foundations based on sustainable practices, businesses that are wholly aware of both the potential negative and positive impact that they can have on the planet and society as a whole.

I believe that the fashion industry has to change from within and that at the British Fashion Council we have a role to collate the resources, the knowledge and mentoring to create that change, and accelerate where possible. Sustainable choices should be good business practice and that is what we are moving towards to make change.

London Fashion Week has become a platform, not just for highly creative businesses that lead the world in terms of design innovation, but also a platform to discuss societal issues from access to education to diversity and inclusion, and in this case climate change. It is an important platform to communicate to a broad global audience of both trade and the public.

This September we will be showcasing businesses that exemplify Positive Fashion within the designer showrooms at London Fashion Week, to give them a platform to demonstrate that business can be done differently. I believe that we can use the platform of London Fashion Week to communicate not just to industry, but to the public that not all businesses are equal and that those that support a better future, that are committed to change, are the ones that should be supported.

There are many more initiatives that are in place to help accelerate change here In the UK. I would welcome the opportunity to meet with you and Tamsin again in a couple of weeks, to share these plans and hope that we can work together on our common goals.

Yours sincerely



Caroline Rush  
Chief Executive

## PATRONS

ALL SAINTS • AMAZON FASHION • AMERICAN EXPRESS • ARCADIA GROUP • ASOS PLC • BICESTER VILLAGE • BODEN • BURBERRY • CAPCO • CENTRE:MK • CONDÉ NAST PUBLICATIONS • DEBENHAMS • DHL • EIESHA BHARTI PASRICHA  
FENWICK LIMITED • GAP • HARRODS • HEARST MAGAZINES UK • HOUSE OF FRASER • HUNTER • HUNTSMAN • JIMMY CHOO • JOHN LEWIS PARTNERSHIP • KERING • KPMG LLP • LVMH • MARKS & SPENCER • MATCHESFASHION.COM  
MCARTHURGLEN GROUP • MULBERRY • NEW LOOK • NEXT • RIVER ISLAND • RODIAL • SELFRIDGES & CO • SHAFTESBURY • THE WOOLMARK COMPANY • TOMORROW • VERY EXCLUSIVE • YOOX NET-A-PORTER GROUP