

## Europe's Fashion Industry Unites Against Ultra-Fast Fashion at Paris Première Vision

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**Paris, September 16, 2025** – Representatives from Europe's textile and clothing sectors gathered at **Première Vision Paris** in Villepinte to sign a **joint declaration** calling for urgent action against ultra-fast fashion, particularly from platforms like **Shein** and **Temu**. The event, running from September 16 to 18, brought together federations from France, Italy, Portugal, Germany, and the Netherlands, signaling an unprecedented unified stance against low-cost, unregulated imports from China.

The federations urged **European institutions** to abolish duty exemptions for small parcels under €150, implement levies to fund inspections, accelerate investigations under the **Digital Services Act** and **Digital Markets Act**, and establish dialogue with Chinese authorities. They also encouraged national measures, similar to France's new **Fast Fashion Law**, to regulate marketing and sales practices of ultra-fast fashion players.

Pierre-François Le Louët, president of **UFIMH**, emphasized: *"The fashion industry can't and won't wait. This battle must be waged country by country, and at the EU level, we need faster action from the European Commission."*

**Euratex president Mario Jorge Machado** reinforced the urgency: *"These players exploit our brands and consumers, destroying creativity and intellectual property. Our industry, built on innovation, quality, and design, must be defended."*

**Olivier Ducatillon, president of UIT**, added: *"Enough is enough. Every local solution is bypassed by these players. Today's signature is not an endpoint—it's a starting point."*

Delegates highlighted the growing impact of Chinese low-cost platforms, with **4.5 billion parcels imported into Europe last year**, accounting for **5% of clothing sales** and **20% of online clothing sales**.

The declaration also called on **consumers** to support sustainable products and brands investing in quality, innovation, and environmental responsibility, signaling a broader push for a **sustainable transition** in the textile and clothing industry.

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