



THE
SLOW
FASHION
& NATURAL
PRODUCTS
MANIFESTO

BRITISH FUR TRADE
fur - the natural responsible choice britishfur.co.uk

The British Fur Trade Association

- the voice of the UK fur sector -
has set out the **five-point plan** that
the next Government should adopt
to help tackle the crisis of fast fashion,
the second most polluting industry
in the world.

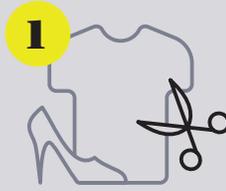
The measures, if enacted, would bring
an **immediate boost to businesses**
already using natural, sustainable
products and would incentivise others
to adopt these biodegradable materials.
They would also **increase consumer
confidence** at a retail level with an
improved, enhanced labelling scheme
so that consumers can see exactly
what they are buying and also
understand the environmental impact
of their purchases.

Finally, they would help the UK
government meet its **goal of playing a
leading role** in driving up animal welfare
standards globally as it resumes its post-
Brexit seat on key environmental and
animal welfare bodies such as CITES.



The 5

PROPOSALS ARE:



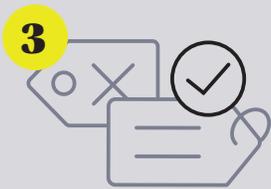
Incentivise garment reuse, repair, and remodelling

Such services, usually provided by small artisan businesses and skilled sole traders, should be VAT-exempt, reducing the cost of slow fashion and actively encouraging consumers to engage with natural, sustainable fashion.



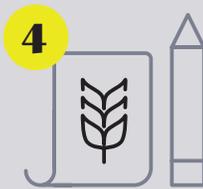
Spur the slow fashion revolution

Rather than a garment tax on fast fashion that risks increasing the cost of living, VAT should be halved post-Brexit for garments made of more than 90% natural, sustainable textiles, such as wool, leather, fur, and silk.



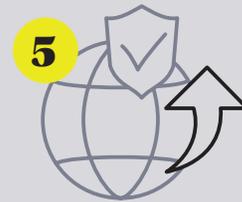
Create better post-Brexit labelling

Consumers should be easily able to exercise their rights and make informed buying decisions: this means clear, concise, accurate, and relevant labelling is vital. The current EU regulation does not go far enough in that respect; Brexit offers the opportunity for the Government to improve on the current labelling regime. Helping customers make informed decisions is not merely about ensuring transparency around garment composition – it is about ensuring that customers understand the full environmental cost of their decisions and think critically about purchases. The Government should introduce a new, compulsory labelling regime. This should indicate the presence and percentages of (and types of) natural material; alert consumers to the presence and percentages of (and types of) fossil-fuel derived materials; and outline the durability (in years) for that garment.



Educate people on the environmental impact of fast fashion

New transparency obligations on businesses would ensure the public know far more about microfibre pollution, environmental impact, and product end-of-life. Manufacturers and retailers should be required to disclose the expected degradation of garments in landfill conditions, should be required to disclose the environmental impact of a particular garment, and should be required to provide accurate data on the microfibre pollution created by consumers washing their garments. Again, this could be added to a revised labelling regime.



Drive up standards of animal welfare globally

The UK has a clear history of driving up standards at home and abroad and the British public rightly demand that high animal and environmental welfare standards apply to the clothes they buy. Woolmark, as an example, has shown how successful industry certification marks can be. As the UK leaves the EU and becomes an independent party to key bodies such as CITES, the next Government should actively work to drive up animal welfare standards internationally by recognising and support FURMARK, the international mark of high animal welfare and environmentally sustainable fur.