

# FASHION IN POLE POSITION IN THE ECONOMY

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## A UNIQUE ECOSYSTEM

The new collaboration between **the Fédération Française du Prêt-à-Porter Féminin**, the French Women's Ready-to-Wear Trade Association, and **the Fédération Française de la Couture, du Prêt-à-porter des Couturiers et des Créateurs de Mode**, the French Federation of Couture Fashion, Ready-to-Wear Fashion, Couturiers and Fashion Designers, confirms, as demonstrated in the study made by the **Institut Français de la Mode- IFM**, French Fashion Institute, the important role the Fashion industry plays in the French economy, with a turnover of **€150 billion** per year. This is an economic performance that is better than aeronautics, with a turnover of €102 billion, and the car industry, with €39 billion.

The Fashion industry, with its different activities, generates **1 million jobs** in Metropolitan France. It is a unique ecosystem which brings together creativity, industrial and technical skills and know-how, the digital world, and the management of the added value production line. Fashion is a transverse sector which combines **many activities**, such as textiles and garments, shoes and leather goods, watches, jewellery, glasses, perfumes and cosmetics. Between production, creation, wholesale and retail, the industry covers a **large sphere of operations**, without counting the added value created for businesses providing services in such sectors as communications, publicity, the media, transport and logistics.

## AN INTERNATIONAL IMAGE

In terms of exports, the skills, know-how and creativity of the label Made in France, remain reliable values.

The Fashion industry represents €33 billion in Sales and €36 billion in added value, which represents 1.7% of France's GDP. Furthermore, the top 50 companies in the Fashion industry in France have an export rate of, on average, 80% of their sales. A dynamism which translates into a major impact on employment with 1 **million** jobs linked to the global sector, of which 580,000 are directly connected. In detail, garments and textiles count for 294,000 jobs and perfume and cosmetics 128,000. The retail business generates 362,000 jobs, followed by production with 136,000 and wholesale with 80,000. In the fashion world image is a determining factor. Paris Fashion Week (PFW), which is a global event, remains an undeniable asset for the economy of Paris with 300 **runway shows** being organised, 50% of which are for non-French labels. PFW also acts as a prime mover for the fashion industry as a whole in France, which organises 27 **professional trade shows** bringing together 14,000 labels to show their work, of which 75% come from abroad. PFW is also a place where business is transacted with €10.3 billion of commercial contracts being signed, generating €1.2 billion for the French economy. The industry, however, exists and is well organised outside of the capital city.

## **THE ATTRACTIVENESS OF THE REGION**

**The Fashion industry in the PACA Region**, Provence–Alpes–Côte d'azur, is well structured and makes an important contribution to the leadership of French fashion on the international stage. Marseilles and its local region is the second largest fashion centre in France. It is an attractive location in its own right, with **150 brands and labels** based there, as well as **4,071 other fashion industry businesses** of which 10.2% are in the production sector. The fashion business represents 16% of the region's global industrial activity. The various missions of the [Maison Méditerranéenne des Métiers de la Mode \(MMMM\)](#) and its **OPENMYMED Festival**, contribute to the reputation and influence of the dynamic fashion industry installed in Marseilles and its local region.

Sources :

French Fashion Institute (Institut français de la Mode - IFM)

Marseilles-Provence Chamber of Commerce and Industry (Chambre de Commerce et d'Industrie Marseille-Provence - CCIMP)

Please find [HERE](#) a study carried by IFM (Institut Français de la Mode)