

UNDER EMBARGO UNTIL 06:00, MONDAY 2 SEPTEMBER

Branded Clothing Association appoints Isabelle Maurizi as Director General to support sustainable and competitive European policy



European Branded Clothing Association ups its ambitions with new leadership

BRUSSELS, 2 SEPTEMBER 2024 — Today, the European Branded Clothing Association (EBCA), a coalition representing over 70 European and global retail clothing brands, is pleased to announce the appointment of Isabelle Maurizi as first Director General, based in Brussels.

Established in 2007 as an Alliance, the European Branded Clothing Association serves as the first collective and exclusive voice for retail clothing brands in Europe. With a fast-growing diverse and representative membership across various EU Member States, the Association seeks to serve as a sounding board for EU policymakers as they develop trade and environmental policy that aims to balance the interests of all Europeans in an increasingly global environment.

Isabelle brings with her a wealth of experience to the Director General role, with a strong background in sustainability, trade, and textile policymaking. She has held various leadership positions in European associations and textile companies, developing her expertise in these critical areas. Most recently, she was Head of Public Affairs for C&A, a member company of the association.

"I am honoured to join the European Branded Clothing Association at such a pivotal moment," said Isabelle, Director General of EBCA. "With our collective strength, we have a unique opportunity to shape the future of the branded clothing industry in Europe. My focus will be on driving impactful advocacy and championing the voice of clothing brands in Europe."

Together, the Association's members employ over 250,000 people across Europe, underscoring its significant role in the industry. As Director General, Isabelle will spearhead EBCA policy and advocacy efforts while also overseeing daily operations.

"We are thrilled to welcome Isabelle as our new Director General to lead the former Alliance into its new impulse as a growing and impactful Association," said Ignacio Sierra, President of the European Branded Clothing Association. "Her extensive experience will be invaluable, reinforcing the ambition for a sustainable and circular textile market and strengthening rule-based open Trade and global partnerships."

EBCA recently launched its Manifesto, envisioning a Europe where the branded clothing sector contributes to shared prosperity and is supported by global standards that enhance sustainability and trade, creating a level playing field.

Visit us at www.ebca-europe.org

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