

PRESS RELEASE

European Branded Clothing Association Elects New Board of Directors and Sets Strategic Priorities for 2026-2028

Brussels, 24 September 2026

The European Branded Clothing Association (EBCA) held yesterday its General Assembly, marking the beginning of a new governance cycle and the election of its leadership team for the 2026-2028 mandate. Members elected a new President, Vice-President, and nine Board members who will guide the association through a pivotal period for the European apparel sector.

New President and Vice-President Elected

Following amendments to EBCA's governance rules mandating a rotating presidency, the General Assembly elected Pernilla Halldin, Head of Global Public Affairs at H&M Group, as President of EBCA, and Miriam Arrechea Beristain, Head of Global Public Affairs at Mango, as Vice-President.

Commenting on her appointment, Ms Halldin said:

"I am deeply honoured to be elected President of EBCA and to represent an industry that plays an important role in both Europe's economy and its sustainability transition. At a time when the regulatory landscape for our sector is rapidly evolving, it is more important than ever that policymakers and industry work together. EBCA brings together leading apparel brands with a shared commitment to advancing circularity, supporting open and rules-based trade, and contributing to a competitive and sustainable Europe. I look forward to helping strengthen that dialogue and ensuring that industry expertise continues to support practical and ambitious solutions for the future."

Ms Arrechea Beristain furthermore complemented :

The apparel sector is a significant net contributor to Europe's economy and society. It generates employment, investment, innovation, and consumer value while supporting the transition towards more sustainable business models. As Vice-President of EBCA, I am committed to ensuring that policymakers fully recognise the sector's contribution and that future EU policies enable companies to remain competitive, invest in sustainability, and continue creating prosperity throughout Europe. Together, we will further strengthen EBCA's role as the representative voice of branded apparel companies in Europe.

A New Mandate for a Changing Policy Landscape

The newly elected Board has endorsed a strategic vision centred on supporting a competitive, sustainable, and resilient branded clothing sector in Europe, while promoting a level playing field and shared prosperity across global value chains.

As the European policy agenda moves from legislative negotiations towards implementation, simplification, and the preparation of the next European Commission mandate, will continue to provide industry expertise and constructive engagement to help shape effective policy outcomes. Over the next mandate, the association will further strengthen its role as a trusted interlocutor for European institutions and stakeholders, while continuing to expand its membership and represent the interests of branded apparel companies across Europe.

About EBCA

The European Branded Clothing Association (EBCA) represents over 75 well-known brands operating across most national markets of the European Union. EBCA is committed to supporting the EU's sustainability goals while safeguarding the sector's competitiveness and ensuring a level playing field for all stakeholders. Our sector contributes €331.8 billion to the EU economy—equivalent to 8.5% of the EU's retail and trade GDP—and supports 4.5 million jobs across Europe.

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