The British Fashion Council has announced eBay UK as its newest Patron, joining brands such as M&S, Mulberry and Selfridges as official Patrons.

So what does that mean? Well, eBay “will contribute to the BFC’s mission to make positive change in the fashion industry – notably, driving awareness of sustainable fashion for buyers and sellers, and progressing innovation for re-use and resale solutions”.

Jemma Tadd, Head of Fashion at eBay UK, said: “For 25 years eBay has been connecting shoppers with their favourite brands, helping to make fashion more accessible for everyone. Our patronage of the British Fashion Council is a demonstration of our commitment to UK retail and the fashion industry.”

And Caroline Rush, CEO of the BFC added: “E-commerce is a major part of the fashion industry, helping to raise the profile of many British designers and brands among a global audience. As the fashion industry increasingly looks to reduce its impact on the environment, eBay’s marketplace model can help drive forward a more circular fashion industry, which is vital for ensuring the future of British fashion.”

As well as supporting the BFC in its work, the patronage will also help eBay as it emphasises its sustainability credentials in engaging with both brands and consumers. It comes after the marketplace launched its Imperfects Hub, “a destination for sought after in-season branded fashion that may not be 100% perfect”. The offer features over 180 brands including North Face, Off White, Puma, Fila and Timberland.

It has also expanded its Brand Outlet end-of-season stock offer and seen the number of secondhand fashion pieces on the site rising 28%.

By Sandra Halliday