



EUROPEAN ASSOCIATION OF FASHION RETAILERS  
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**Press release**

**AEDT celebrates its 50<sup>th</sup> anniversary and looks at the future of the fashion retail sector in Europe**

*AEDT – European Association of Fashion Retailers – represents more than 400.000 large, medium and small-sized European retail enterprises specialised in fashion and footwear.*

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AEDT was founded in March 1958 during the first European congress of textile retailers in Frankfurt. AEDT, whose head office is located close to the EU Institutions in Brussels, has been one of the first European trade associations to be created after the signing of the Treaties of Rome.

For 50 years AEDT has been representing European fashion retailers vis-à-vis the European institutions and has supported the sector's innovation and competitiveness by working on several 'fashion specific issues' and projects.

"This anniversary is for AEDT an important occasion to look back at its history and evolution. But, even more importantly, it gives us a chance to look at the future of our association and how it can continue to defend and represent fashion retailers in the best way. New challenges arise in times where decisions made at European level increasingly affect the business sector and significant structural changes in fashion retailing are taking place", said AEDT President Mrs. Betty van Arenthals.

AEDT's members in Greece, the Athens Traders Association and the Hellenic Clothing Industry Association, hosted AEDT's board meeting on 6 and 7 April in Athens. To celebrate this important anniversary they have organized various initiatives, including a conference on "Context and progress in the clothing distribution in Europe – Trends in clothing retailing and consumption" at the Hellenic Management Association.

**For additional information:**

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