



FUR FREE RETAILER

THE FUTURE OF FASHION



“Going fur-free is step number one for companies that want to be more sustainable.”

VOGUE, 2017

“Fur out, ethical fashion in.”

ELLE, 2018

“The hottest thing in fashion right now is going fur-free.”

People Magazine, 2018



CONSUMERS DO NOT WANT

TO SUPPORT ANIMAL CRUELTY

“[YOOX Net-a-Porter] publicly distancing itself from fur appears to be a rather ‘riskless’ move, one that stands to build significant goodwill in the eyes of anti-fur and other ethically-minded consumers, which may land it a whole new slew of consumers.”

The Fashion Law, 2017

Conscious consumers are choosing to buy products that are better for animals and the environment and want to support companies that care about both.

Before YOOX Net-a-Porter went fur-free, the company surveyed more than 25,000 of its top customers, and a majority wanted the company to stop selling fur products.



“Sustainability and respect for nature are fundamental values for our brand.”

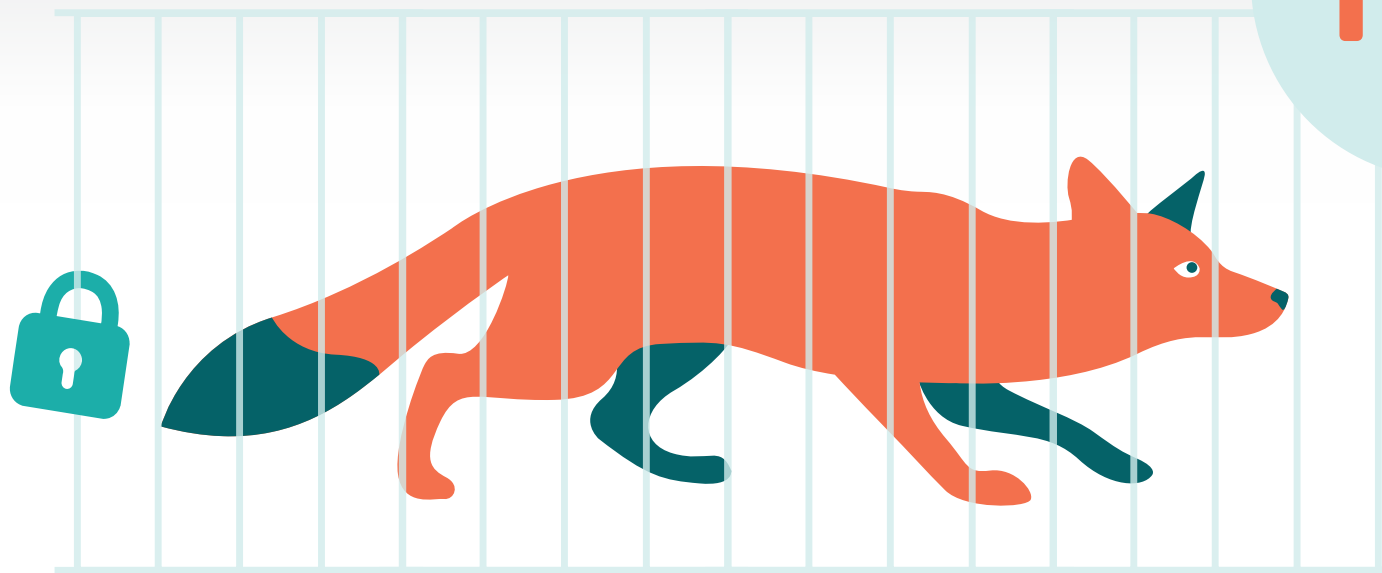
THE NORTH FACE



THERE IS NO WAY TO PRODUCE

FUR WITHOUT ANIMAL SUFFERING

On fur factory farms, the stress from living in tiny cages causes animals serious welfare problems, such as self-mutilation, infected wounds and cannibalism.



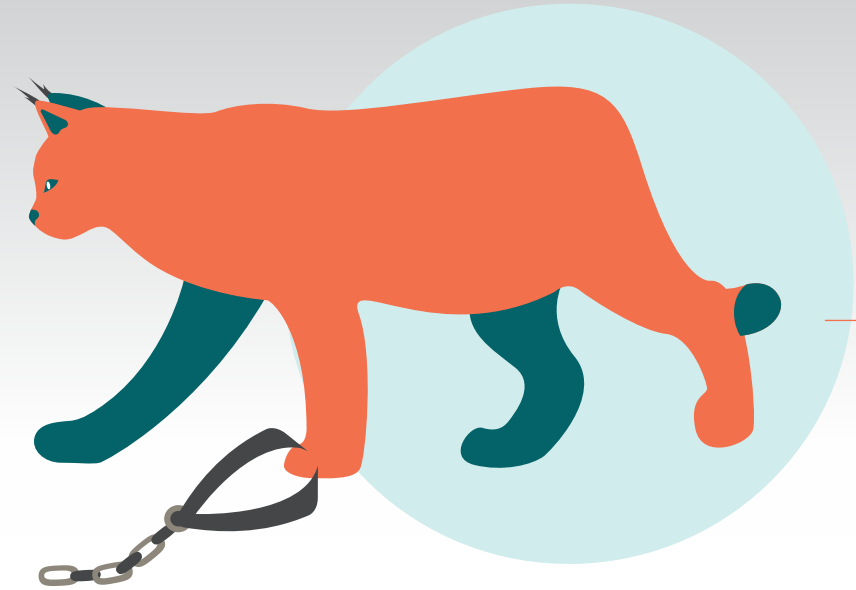
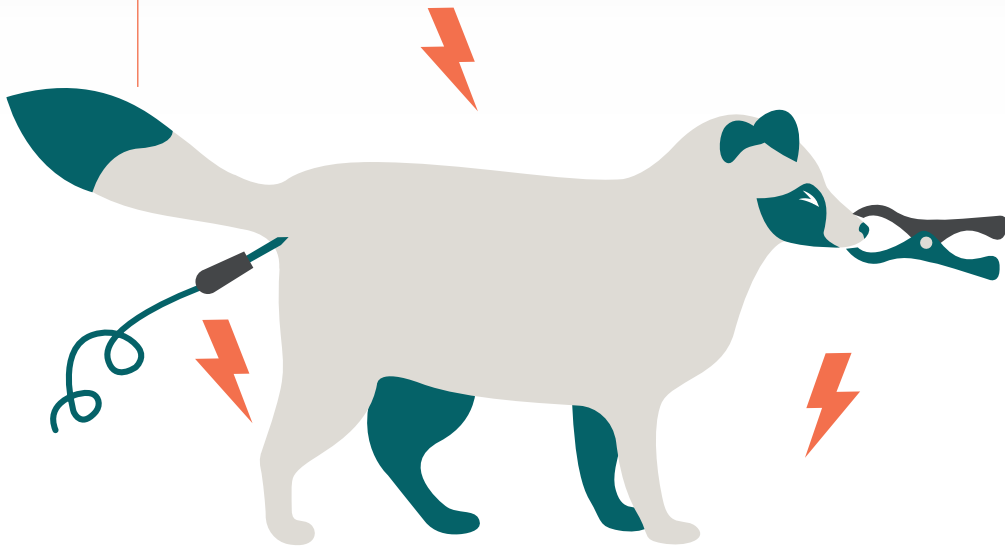
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THERE IS NO WAY TO PRODUCE

FUR WITHOUT ANIMAL SUFFERING

To preserve the pelts animals are killed by cruel methods, such as gassing or anal electrocution.



In the wild, animals caught with inhumane traps suffer for days, often gnawing off their own limb first in a desperate attempt to escape, until they are clubbed or suffocated to death.



“We use animal-friendly products to inspire the next generation with a new kind of luxury.”

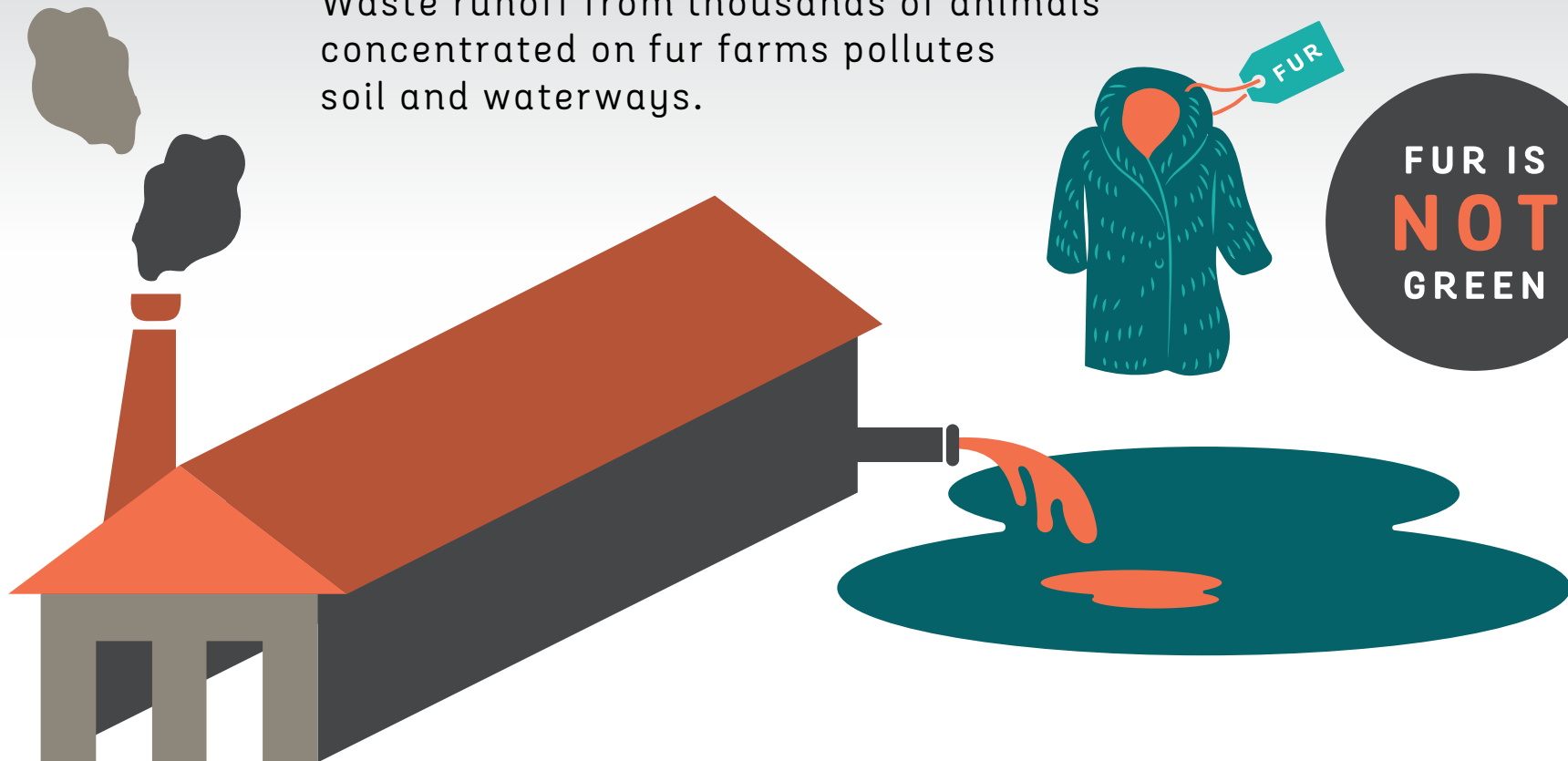
HUGO BOSS



FUR PRODUCTION IS

ENVIRONMENTALLY TOXIC

On fur factory farms, breeding animals for their fur is inefficient and wasteful, especially for an unnecessary product of vanity. Waste runoff from thousands of animals concentrated on fur farms pollutes soil and waterways.



FUR IS
NOT
GREEN



FUR PRODUCTION IS

ENVIRONMENTALLY TOXIC

Once an animal's pelt is removed it will decay unless it is treated with heavy chemicals. International research has shown that most fur contains toxins that pose a serious health risk to the consumer.

In the wild, the killing and injuring of endangered or threatened species by fur traps is an ecological disaster. As well, escaped predatory animals from fur farms cause serious damage to local biodiversity.





“Due to technological advances in fabrications, we now have the ability to create a luxe aesthetic using non-animal fur.”

MICHAEL KORS



THE TIDE AGAINST FUR IS

TURNING WORLDWIDE

Polls show that a majority of consumers want nothing to do with the fur trade, and major fashion brands are taking notice and going fur-free – including Gucci, Armani, Michael Kors, Versace and hundreds more.

On average, across more than 20 EU countries polled, more than

75%

of citizens think fur farming is unacceptable



OVER **900** COMPANIES
HAVE JOINED FUR FREE
RETAILER

H&M

GIORGIO ARMANI

ZARA



THE TIDE AGAINST FUR IS

TURNING WORLDWIDE

Animal welfare concerns have led more than 10 European countries, like Norway, Belgium and The Netherlands, to ban the production of fur. India banned fur imports and major cities, such as San Francisco and São Paulo, made it illegal to sell fur.





THE DEMAND FOR ETHICAL PRODUCTS WILL ONLY GET STRONGER

The shift toward animal-friendly business practices will only continue to gain momentum as more countries ban fur production and cities and countries ban fur sales and imports. Brands and retailers meeting the demand for cruelty-free and eco-friendly products will drive innovation and sales to a better, fur-free future.



“Fur is not modern, it’s a little bit outdated [...].
Creativity can jump in many different directions.”

GUCCI



JOIN OUR COMMUNITY!

**THE DECISION TO EMBRACE ANIMAL WELFARE
AND GO FUR-FREE IS EASY**

Run in over 25 countries around the globe, Fur Free Retailer is the world's leading program to connect fur-free companies to consumers seeking ethical goods. Today, over 900 companies worldwide have committed to stop using fur and become part of our fur-free community.





**INTERESTED TO
JOIN OUR ONLINE
FUR-FREE LIST
AND RUN YOUR
COMPANY WITH
MORE COMPASSION?**

Register for free at:
furfreeretailer.com

Or leave us a message at:

@ info@furfreeretailer.com

Fur Free Retailer recognizes the ISO
26000:2010 Guidelines to Corporate Social
Responsibility