

# FUR FREE RETAILER PROGRAM

The future of fashion – an initiative for companies that care about animals and the environment





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



1



### FUR FACTS

What you should know about fur

2



### GET INVOLVED

Show your commitment to sustainability and animal welfare

3



### COMMUNICATION

Reach an expanding target group of ethically-minded consumers



# 1 FUR FACTS

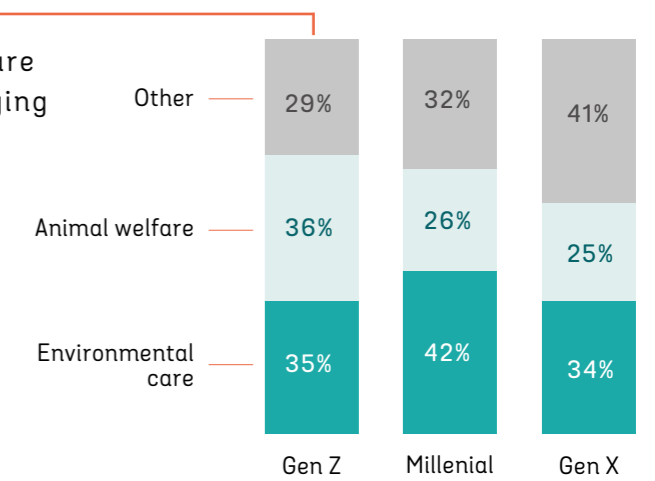
What you should know about fur

## CONSUMERS DO NOT WANT TO SUPPORT ANIMAL CRUELTY

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

Boston Consulting Group found that Gen Z consumers place more value on animal welfare than all other sustainability issues when buying products.

Animal welfare is considered the most important environmental factor when buying apparel, according to an Accenture report.



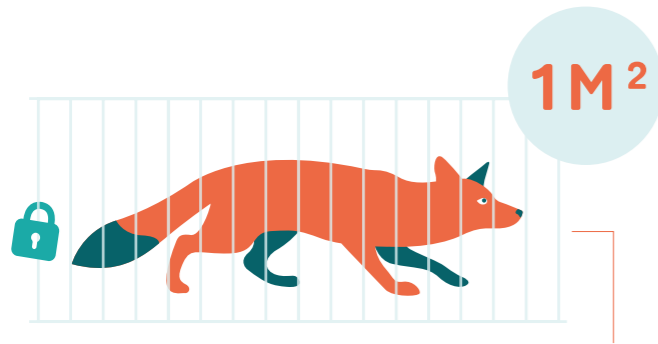
Before the world's leading online luxury retailer YOOX Net-a-Porter went fur-free, the company surveyed more than 25,000 of its top customers, and a majority wanted the company to stop selling fur products.

*"[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



## THERE IS NO WAY TO PRODUCE FUR WITHOUT ANIMAL SUFFERING

Every year around 100 million animals are bred and killed for their fur, including mink, foxes, raccoon dogs, coyotes and rabbits.



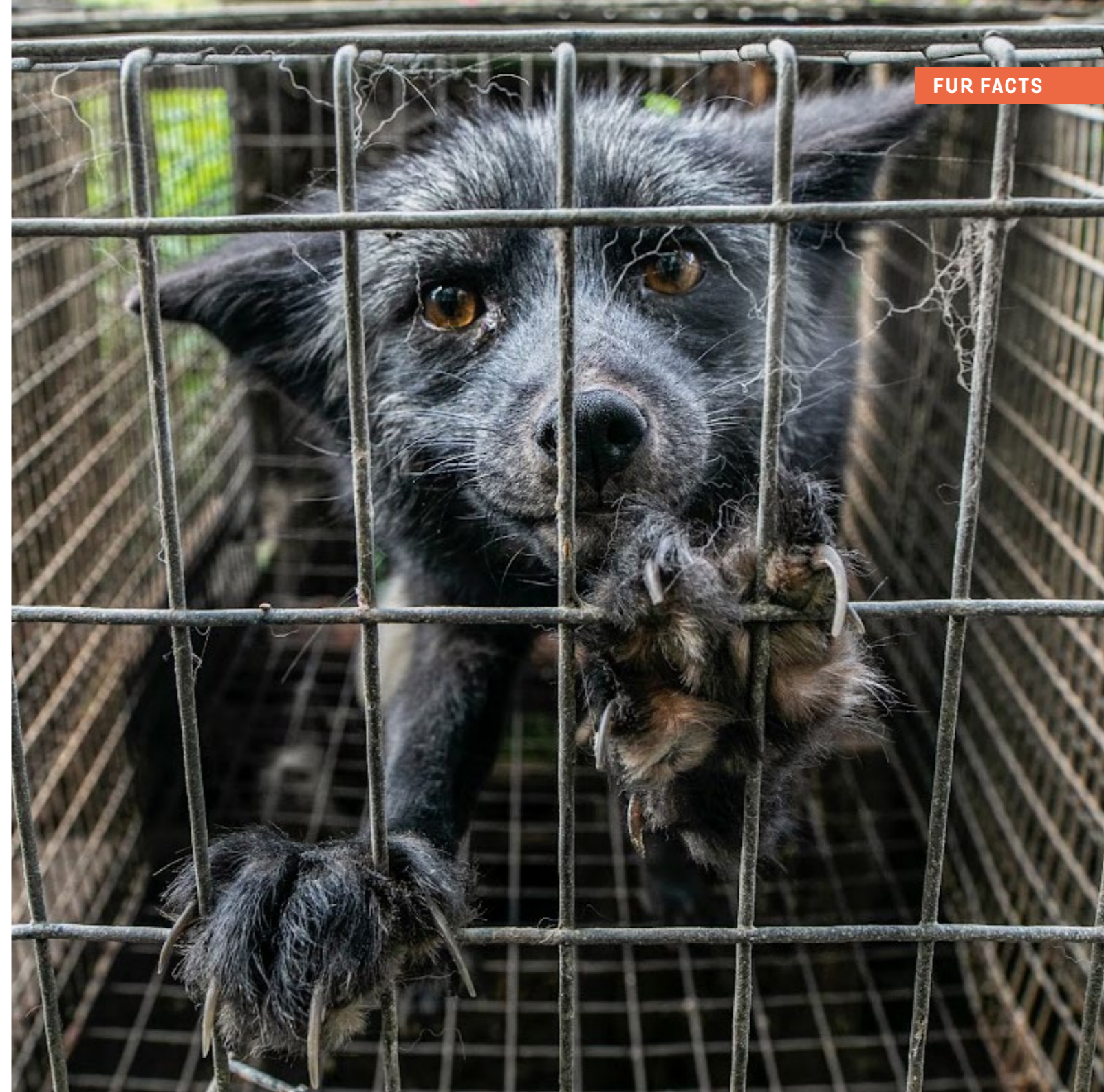
When thousands of carnivorous animals are confined to small, barren cages, unable to engage in natural behaviours, the fear and psychological torment leads to self-mutilation and cannibalism.



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

Since most people do not consider small cages to provide an acceptable standard of animal welfare, the use of industry labels like WelFur and Furmark on fur products are misleading and lack credibility.

FUR FACTS





## FUR-FREE POLICIES ARE ON THE RISE

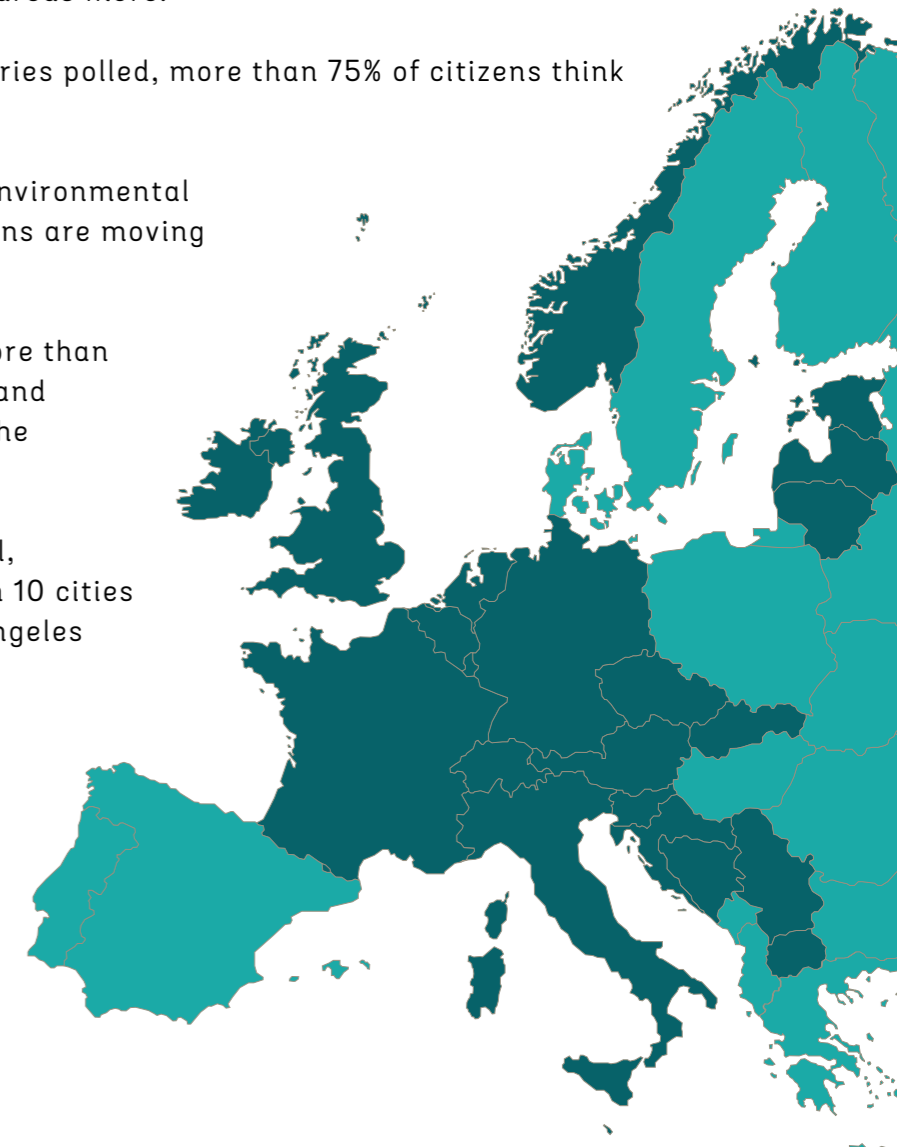
Polls show that a majority of consumers want nothing to do with the fur trade, and major fashion brands are taking notice and going fur-free – including Gucci, Armani, Michael Kors and hundreds more.

On average, across over 20 EU countries polled, more than 75% of citizens think fur farming is unacceptable.

As consumers demand progress on environmental and social issues, financial institutions are moving away from investing in the fur trade.

Animal welfare concerns have led more than 20 countries, like Norway, Germany and the United Kingdom, to ban or limit the production of fur.

The sales of fur is prohibited in Israel, the state of California and more than 10 cities in the United States, including Los Angeles and San Francisco.



## FUR IS ENVIRONMENTALLY TOXIC

On top of animal cruelty, fur farming is environmentally harmful – with pelts being dipped in toxic chemical soups and animal waste runoff polluting soil and waterways. Keeping thousands of carnivorous animals on fur farms has a significantly higher carbon footprint than other textile materials, including cotton and acrylic.



Intensive fur farming is also a breeding ground for infectious diseases and a risk to public health. COVID-19 outbreaks have affected more than 450 mink fur farms in Europe and North America.



## 2 GET INVOLVED

Show your commitment to sustainability and animal welfare

Fur Free Retailer is the world's leading program to connect fur-free companies to ethical consumers. The program is an initiative by the Fur Free Alliance, an international network active in more than 35 countries worldwide. It brings together more than 55 animal protection organisations with millions of supporters.

### KEY BENEFITS OF FUR FREE RETAILER

- Ensured accurate and clear information about your fur-free policy
- Increased brand transparency about the welfare of animals in your supply chain
- Demonstrated commitment to your corporate values of sustainability and the ethical treatment of animals
- Listing in all versions of the fur-free shopping list which is readily available to consumers
- Access to a variety of marketing and promotional opportunities at no cost
- Benefit from the expertise and assistance from our team to answer customer queries and assure a fur-free supply chain



**FUR FREE  
RETAILER**

**GET INVOLVED**

## WHAT DO WE MEAN BY FUR?

- Animal skin with hairs or fur fibres
- The coat of an animal killed solely for its fur
- Includes mink, fox, raccoon dog, coyote, rabbit, chinchilla and Karakul lamb



## WHAT WE DON'T MEAN BY FUR

- Skins that have already been processed into leather or had their hairs, coat or fur fibres completely removed
- An animal coat that has been clipped off, shorn off or combed out; fleece, sheepskin, shearling
- Leather or hairs on animal skin that is typically used as leather (e.g. cowhide with hairs)
- Synthetic materials or natural fibres that look like real fur



GET INVOLVED

## WHAT OUR BRANDS ARE SAYING

‘The Prada Group is committed to innovation and social responsibility, and our fur-free policy is an extension of that engagement’ – **Prada**

‘We say a big no to fur’ – **H&M**

‘Sustainability and respect for nature are fundamental values for our brand’ – **The North Face**

adidas

MANGO

GUCCI

PRADA

ESPRIT

YOOX  
NET-A-PORTER  
GROUP

ASOS

Marc O’Polo®

THE  
NORTH  
FACE

H&M

LACOSTE

MK  
MICHAEL KORS

‘Being socially responsible is one of Gucci’s core values, and we will continue to strive to do better for the environment and animals’ – **Gucci**

‘We consider it crucial to remove animal cruelty from the G-Star production chain, so joining the Fur Free Retailer program was the only logical move’ – **G-Star RAW**





## 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 innovations and sales to a better, fur-free future.

## A SIGN OF YOUR COMMITMENT

Committing to a fur-free policy is a simple way to make a difference to the lives of animals exploited for fashion. Becoming part of the Fur Free Retailer program sends a clear signal that your brand values sustainability and animal welfare, and promotes innovative and ethical materials. Joining the program is free of charge and not legally binding.

# 3

## COMMUNICATION

Reach an expanding target group of ethically-minded consumers



FREE  
ailer.com

## SHOWING YOUR COMMITMENT

After successfully joining, you can use the Fur Free Retailer logo for your communication purposes as you please.

### ONLINE SHOP / DIGITAL COMMUNICATIONS

- Mentions in the customer newsletter, on the website, on info banners, in the annual report etc.
- Fur Free Retailer logo overlay for faux-fur products
- Promotion via social media
- Information material in goods shipments

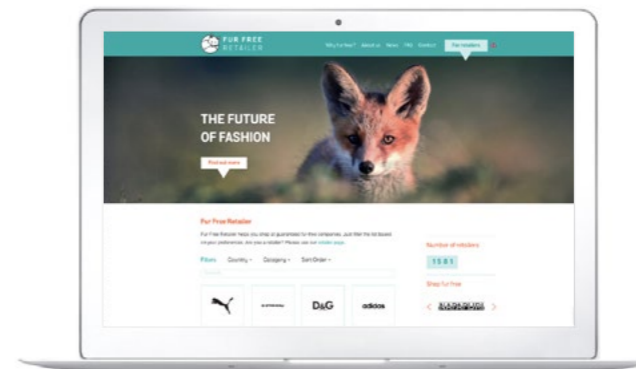
### POINT OF SALE / IN-STORE

- Fur Free Retailer logo on labels, info postcards, flyers in the checkout area as well as door and window stickers

### MEDIA / PR

- Listing on the Fur Free Retailer website
- Mentions on social media channels of Fur Free Retailer
- Opportunities for joint PR activities and much more

## COMMUNICATION



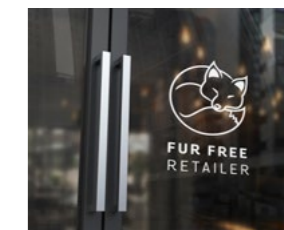
FUR FREE RETAILER WEBSITE



POINT OF SALE



SOCIAL MEDIA





## JOIN OUR COMMUNITY

Get in touch and take the first step to becoming a Fur Free Retailer.

**Register for free at:**  
[furfreeretailer.com](http://furfreeretailer.com)

**Or leave us a message at:**  
@ [info@furfreeretailer.com](mailto:info@furfreeretailer.com)

**Follow us:**



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