



## Keeping fur on animals and out of shops

Every year, more than 200 million animals are intensively bred and brutally killed on fur farms, and thousands of wild animals are cruelly trapped for their fur.

Their deaths are painful and sometimes horribly prolonged. But cultural attitudes are shifting. Wearing fur is increasingly seen as morally unacceptable, and consumer demand is dropping. With your support, the Humane Society of the United States has played a leading role in bringing about that change. We work with the fashion industry to convince it to eliminate its use of fur, and raise awareness among consumers and retailers about how much the animals suffer. From high-end fashion houses to bargain-basement mass producers, faux fur is in and real fur is increasingly out. With you by our side, we made 2018 a watershed year for animals coveted for their coats.

- We helped win a unanimous vote by the Los Angeles City Council to ban the sale of fur within that municipality, making LA the largest U.S. city to cut business ties with this brutal trade, as San Francisco, Berkeley and West Hollywood already have.

- The list of clothing manufacturers, retailers and designers who joined our call to drop fur from their lines grew dramatically in 2018. Our work with Diane von Furstenberg and Columbia Sportswear Company led both to not only ban fur, but also angora, exotic skins and mohair. And we celebrated fur-free announcements from Coach, Burberry, Donna Karan/DKNY, Versace, Furla, Bottega Veneta, T.J. Maxx/Marshalls, Nicholas K., Farfetch and Chanel.

- We honored the luxury fashion brand Gucci with our Corporate Consciousness award at our annual To the Rescue! New York gala for being one of the first international luxury brands to declare itself fur-free. We were delighted in 2017 when our years of work with Gucci helped lead it to that historic decision, triggering a seismic shift in the luxury fashion industry's thinking about animal welfare.

*“I don’t want to kill animals to make fashion. It doesn’t feel right.”*

—DONATELLA VERSACE

- Our victories in the fashion industry led London Fashion Week—one of the world’s biggest annual showcases for high fashion—to ban fur from its catwalk.
- *InStyle* magazine, which has a combined 18.7 million readers in print and online, announced a comprehensive fur-free policy, covering editorial content, photographs and advertisements.
- In another industry first, the British modeling agency Linden Staub announced that it will no longer send models to photo shoots or runway shows where they are required to wear fur.