

Letter to send to shops selling real fur

Please add in the relevant details before you send your letter. Let us know if you receive a positive response by e-mailing Action@peta.org.uk

Dear **Sir/Madam**,

I'm contacting you because I was recently shopping at your store in **[location of store/online]** and was appalled to see that you're selling **[name of item, eg, coats, hats]** that feature real fur.

The immense cruelty of the fur trade is well known. On fur farms, animals are kept inside small, often filthy wire cages for their entire lives, until they're gassed, electrocuted, or bludgeoned so that their skins can be sold. Numerous exposés of fur farms, including many from supposedly high-welfare countries, show horrific neglect and mistreatment. Please [watch this video to learn more](#).

Because of this shocking cruelty, 95 per cent of British consumers say they would never wear real fur, and the vast majority of designers and fashion brands refuse to use it in their collections. Please, will **[Name of Company]** put in place a permanent no-fur policy, too? Until you do so, I will no longer be able to bring myself to shop with you.

Sincerely,

[Your name and address]