

Elisabetta Canalis

Emanuele Farneti

Editor-in-Chief

Vogue Italia and *L'Uomo Vogue*

Dear Mr Farneti,

Congratulations on your appointment as editor-in-chief of *VOGUE Italia*. As one of the most influential voices in the fashion industry, you have the power to set the trends that others follow.

Having enjoyed a working relationship with and having been an avid *VOGUE* reader for years, I'm writing to you today to ask you to follow the lead of *British VOGUE* and other fashion titles by introducing a no-fur policy at *VOGUE Italia*. The global fashion market is moving away from the use of fur: 86 per cent of the designers showing at the most recent Autumn/Winter London Fashion Week were fur-free, and Hugo Boss and Giorgio Armani are just two of the many luxury fashion houses that have banned real fur from their collections. Furthermore, 86 per cent of Italians refuse to support the cruel and unsustainable fur industry.

Animals suffer tremendously in the fur trade. Each fur jacket and piece of fur trim is taken from a terrified living being who was trapped in the wild and left to endure days of agony prior to being bludgeoned to death – or who had a miserable life locked inside a barren wire cage before being drowned, electrocuted, poisoned, or skinned alive. Even on farms in so-called "[Origin Assured](#)" countries, animals have been found starving and with gaping wounds, proving that there's no humane way to produce real fur. Whether it came from a caged fox, a trapped raccoon, or a live-plucked angora rabbit, it has no place on the pages of the world's most important fashion magazine.

Iconic names such as Stella McCartney, Calvin Klein, and Vivienne Westwood – as well as emerging stars including Vika Gazinskaya, Faustine Steinmetz, and Molly Goddard – are among the designers who are creating cutting-edge looks without fur. As pioneering, beautiful vegan materials take over the catwalks, I, along with many of your readers, would love to see *VOGUE Italia* take a step into the compassionate future of fashion by pledging not to feature fur on its pages.

For more information about the fur industry, please visit [the PETA website](#).

With kind regards,



Elisabetta Canalis

