



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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Marta Monaco  
Financial and Corporate Communication Senior Manager  
Prada Group

Dear Marta,

Greetings from PETA. I hope you and yours are well despite these troubling times.

I'm writing to share this report from Britain's *Independent*, in which [conservation experts warn](#) that the exotic-skins industry fuels the risk for further pandemics. As in the notorious "wet markets," the exotic skins trade slaughters animals in unhygienic conditions like those that gave rise to COVID-19. As a matter of global social responsibility, would Prada join Chanel, Ralph Lauren, Jil Sander, and other brands that have banned the sale of exotic skins?

PETA and our affiliates have documented not only cruelty to animals but grossly unhygienic conditions on farms in [the U.S.](#), [Africa](#), and [Asia](#). Thousands of crocodiles are confined to cramped, filthy concrete pits for months or even years—some narrower than the length of their own bodies—before being slaughtered and skinned. Alligators are crammed together in fetid water and dank, dark sheds, without sunshine, fresh air, clean water, or even basic veterinary care. Workers have to feel around in the water with their hands and feet to try to catch the struggling alligators, with little to no safety equipment. They are often bitten and injured.

Please read the articles linked above, as well as the one published recently in [La Repubblica](#)—I would like to know what you think. Concerned consumers around the world are watching the way brands respond to this new era, and we would love to promote Prada as the latest brand that has chosen to leave wildlife in peace.

Kindest regards,

Dan Mathews  
Senior Vice President  
PETA

Affiliates:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)