

Gillian Anderson

François-Henri Pinault
Chair and CEO
Kering

Dear Mr Pinault:

Greetings from London. I have long been an admirer of your women's rights work alongside Salma, your astonishing art collection, and your sustainable fashion goals for Kering.

As an advocate for PETA since my days on *The X-Files*, I was delighted when you declared fur "out of fashion" and championed Gucci's switch to faux fur. Thank you for that. Last month, Kering confirmed that Balenciaga and Alexander McQueen are officially fur-free. I'm writing now to ask respectfully that you enact a company-wide policy and drop fur from Kering's two remaining holdouts: Saint Laurent and Brioni.

Such a policy would mesh perfectly with the environmental objectives of The Fashion Pact. Fur production requires toxic chemicals to keep pelts from decomposing, and fur farms are breeding grounds for disease. COVID-19 spread like wildfire among sick animals on fur farms, requiring governments to bring forward legislation to shut down these cruel and filthy establishments, from which the virus spread to both humans and wild animals. It's illogical to keep this dwindling, dangerous trade afloat for the sake of the few remaining unscrupulous designers who haven't yet broken their fur habit.

In 2013, you renamed the company "Kering" because it could be "pronounced and understood as 'caring'" to reflect your personal commitment to making positive changes in the world of fashion. In 2021, please be true to this worthy aim by rejecting fur across the Kering group. I look forward to hearing the good news.

Kind regards,



Gillian Anderson