

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

27 September 2021

Dear Kate:

Following the news that Kering is going fur-free across all of its brands, even you must now see that wearing fur is as outdated as it is cruel. Young people don't want to buy clothing made from the skin of animals who suffered in filthy, cramped cages for their entire miserable lives, before being killed in the most horrific ways for their fur. This is why, according to Kering CEO François-Henri Pinault, [fur no longer has a place in luxury fashion](#).

As Marco Bizzarri, Gucci president and chief executive, put it, fur is “[a little bit out-dated](#)”. As the entire fashion community is turning its back on fur, we urge you to do the same or risk finding yourself becoming as irrelevant as the furs you've been sporting. While we can't bring back the animals who were killed for your wardrobe, if you donate your old coats to our fur amnesty programme, we promise to put them to good use – in educational displays about the cruelty behind the trade, as bedding for orphaned animals, or by giving them to refugees in war-torn countries or people sleeping rough.

Even 95-year-old Queen Elizabeth II [knows fur has no future and has given it up](#). What do you say, Kate, will you embrace the move towards compassion in fashion and pledge to stop wearing animal fur?

I look forward to hearing from you.

Yours,

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