Thomas Bach
President, International Olympic Committee

Dear Mr Bach:

I'm writing on behalf of People for the Ethical Treatment of Animals (PETA) concerning media reports that LVMH – owner of Louis Vuitton and Fendi – is set to be an official sponsor of the Paris 2024 Olympic Games. In light of the devastating COVID-19 pandemic that severely impacted the 2020 Tokyo Olympic Games, we ask that the committee only accept sponsorship from LVMH or any other fashion company if it agrees to stop selling fur and exotic skins, whose production, according to experts, raises the risk of future pandemics.

The world has already witnessed the novel coronavirus spread like wildfire on fur farms across multiple countries, from Canada to France, resulting in millions of sick, stressed animals, who had spent their entire lives confined to cramped, filthy wire cages, being gassed or even buried alive. Mink farms hastened the spread to both humans and wild animals not only of the virus but also of a dangerous mutation that threatened the efficacy of vaccines.

LVMH is well aware that many of the animals who are reared and skinned for its products endure conditions comparable to those at wet markets in Wuhan, where the COVID-19 pandemic is believed to have originated. A PETA Asia investigation revealed workers in LVMH's supply chain bashing pythons in the head with a steel hammer – likely causing severe injury and trauma but leaving them fully conscious – before suspending the pythons from a gantry by their jaws. The workers then jammed hoses down the snakes' throats and pumped their bodies full of water before using a razorblade to slit the animals open from end to end – likely while they were still alive and able to feel pain. LVMH knows animals are suffering for its products, but it refuses to act. Before accepting a cent from LMVH, please take a minute to watch the recent investigation here.

Unlike more forward-thinking brands such as Chanel and Burberry, which have banned fur and exotic skins, LVMH has so far failed to act responsibly and continues to risk the public's health with its mink coats and python bags. We all know the terrible toll COVID-19 took on lives around the globe, so it would be unconscionable for the next Olympic Games to be sponsored by a company that supports these dangerous industries. Insisting that any sponsor, such as LVMH, be free from fur and exotic skins would mesh perfectly with the committee's stated desire to ensure the Paris 2024 Olympic Games truly mark a "new era", with "sustainability, legacy and inclusion" at its heart. This is a matter of global social responsibility, and all those who participate in the Games – whether as spectators, organisers, or athletes – should expect nothing less.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,
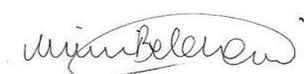
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