

His Majesty the King  
c/o the Private Secretary to His Majesty the King  
Buckingham Palace  
London  
SW1A 1AA

1 November 2022

Sir:

I'm writing to Your Majesty from ECOPEL, a company that was founded by my father with the aim of creating the world's most beautiful and sustainable faux furs. I offer my deepest condolences for the loss of your wonderful mother.

Just as I followed in my father's footsteps to become the CEO of ECOPEL, it has been brought to my attention that you may follow your late mother's excellent example of shunning real fur and, in doing so, may opt for military attire rather than the traditional ermine-trimmed robe for your coronation. I would like to offer you a solution that would enable you to give a nod to tradition while staying true to 21<sup>st</sup> century values: allow ECOPEL the honour of working with your outfitters to trim the coronation robes with more sustainable and cruelty-free *faux* ermine fur.

ECOPEL has created a new generation of faux furs made from 100% recycled fibres. Our KOBA<sup>®</sup> offering is the world's first bio-based faux fur, partially made from corn extracts. We also offer faux fur made from 100% biodegradable fibres. All these options are fully recyclable and made in our eco-conscious closed-loop facilities, and they can perfectly replicate ermine's short white fur with darker spots.

Just like foxes, minks, and rabbits, the stoats killed by the fur industry to make ermine fur are intelligent, inquisitive animals who don't want to die. Proudly wearing faux fur on the world stage would reflect a modern monarchy that respects the wishes of the UK public, the overwhelming majority of whom would never wear fur and abhor cruelty to animals.

I remain at Your Majesty's disposal should you need any further details, and ECOPEL is ready to send a selection of eco-friendly faux ermine furs as soon as you may ask for it.

Yours faithfully,

Christopher Sarfati  
CEO, ECOPEL

