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THE ETHICAL
TREATMENT
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Dear Mr Dumas:

I'm writing on behalf of People for the Ethical Treatment of Animals – PETA entities have more than 9 million members and supporters globally – following Jane Birkin's death. We ask that Hermès honour her legacy by retiring Birkin crocodile-skin handbags and implementing a compassionate new policy against the use of all exotic skins so that no more animals will be killed in her name.

As you recall, in 2015 Ms Birkin requested that her name be removed from your Birkin bags following a PETA exposé of the extreme cruelty to animals involved in the production of exotic-skin designs for Hermès. [The footage](#) that Ms Birkin reacted to showed thousands of crocodiles crammed into concrete pits and alligators packed into filthy pools. Investigators documented that workers crudely hack into the necks of some alligators to scramble their brains with metal rods – all in the name of “luxury”. Some animals were still conscious, flailing and kicking even minutes after workers tried to kill them.

Whilst Hermès sought to portray this incident as an isolated event, subsequent investigations have shown that is not the case. [One such investigation](#) filmed on factory farms owned by Hermès in Australia revealed crocodiles being kept in abjectly filthy, cramped, barren enclosures and cages and then mutilated and stabbed with a screwdriver while still alive.

Today, as Hermès plans to build what would be Australia's largest intensive crocodile farm, your company stands at a crossroads. Will you continue to treat these magnificent and highly intelligent exotic animals as nothing more than living, breathing fabric, or will you embrace positive change and make a commitment to perpetuating Ms Birkin's legacy in a manner that respects the natural world and all who live in it by using the finest cruelty-free materials to create a modern Birkin and other accessories? We hope you will choose the latter.

Thank you for your consideration. We look forward to hearing from you.

Yours truly,

Ingrid Newkirk
Founder
PETA

PEOPLE FOR THE ETHICAL
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