

PEOPLE FOR  
THE ETHICAL  
TREATMENT  
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Karin Hindsbo  
Director, Tate Modern  
Bankside, London SE1 9TG

Dear Ms Hindsbo:

Greetings. I'm writing from People for the Ethical Treatment of Animals – PETA entities have more than 9 million members and supporters around the world – to urge you to **prohibit the display of cruelly obtained exotic animal skins** at Tate Modern, specifically regarding the upcoming Gucci Cruise show on 13 May.

Wild animals are subjected to a miserable life and a violent death for Gucci's "luxury" fashion accessories. A showcase of products of such abject suffering does not constitute the positive exchange of art, creativity, and innovation that Tate Modern is renowned for. PETA entities have repeatedly exposed the cruelty in Gucci's supply chain. Please take a moment to watch PETA's [new exposé](#) of python farms in Thailand that supply Gucci's parent company, Kering. You'll see that thousands of snakes are cruelly confined to small, barren boxes or cages before workers bash them on the head with hammers and impale them with hooks. To make their skin easier to remove, workers inflate the snakes with water, even *as they continue to move*, and then skin them. An [earlier exposé](#) of slaughterhouses in Indonesia that supply Gucci documented workers taking up to 14 blows when attempting to behead lizards with machetes, causing them a prolonged, agonising death.

Around the world, more enlightened purveyors of fashion – including home-grown Burberry, Victoria Beckham, Vivienne Westwood, Paul Smith, Selfridges, and Liberty – have banned exotic skins. Gucci knows there are humane, innovative, and eco-friendly vegan materials that can replicate the beauty of any wild animal without harming them, yet it chooses to remain in the dark ages, viewing living, feeling beings as nothing more than fabric to exploit for profit. Surely, this is the *antithesis* of Tate Modern's spirit of creativity and modernity.

In 2024, there's simply no excuse to wear, sell, display, or celebrate exotic skins. Will Tate Modern be part of the growing movement that is working to end the shameful exploitation of wildlife by prohibiting the display of exotic animal skins – on its premises or in its name – starting with Gucci's Cruise show?

Very respectfully yours,

Yvonne Taylor  
Vice President of Corporate Projects  
PETAPEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
FOUNDATION – a charitable  
company limited by guarantee,  
with its registered office at  
Cannon Place, 78 Cannon Street,  
London EC4N 6AF.  
Registered in England and Wales  
as charity number 1056453,  
company number 3135903.

## Affiliates

- PETA US
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands



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