



Donatella Versace
Chief Brand Ambassador, Versace

31 March 2025

Signora Versace,

Congratulations on your new role as the Chief Brand Ambassador of Versace.

In 2018, PETA cheered when you declared, “Fur? I’m out of that.” Will you now extend this compassion to the gentle sheep and lambs who are exploited, abused, and killed for the fashion industry by championing the use of luxurious, cruelty-free plant wool in fashion?

Around the world, investigations by PETA entities show that wool production is every bit as cruel as fur. Farmers commonly sever lambs’ tails and castrate the males without pain relief. Sheep are genetically manipulated to grow an unnatural amount of wool, and they are routinely abused on farms and in shearing sheds. Far from being *just a haircut*, shearing is actually a violent and extremely terrifying process for gentle and defenceless sheep. [PETA entities have shared exposés of 151 wool-industry operations](#) around the world that document workers kicking, punching, and slitting the throats of conscious, struggling sheep.

Raising sheep for wool is also [terrible for the environment](#). As ruminant animals, sheep produce large amounts of methane, a planet-warming greenhouse gas. This, along with the industry’s energy use, the land clearing undertaken to house sheep, the animals’ waste, and the use of chemicals in the processing of wool, has led the Made-By Environmental Benchmark for Fibres to rank wool as a “Class E” material – **the worst possible category**. It’s estimated that producing a single Merino wool sweater is 27 times greater than a cotton sweater in greenhouse gas emissions.

Fur was once synonymous with Italian fashion, but times have changed for the better. Knowing now how the wool industry mutilates and abuses sheep and exacerbates the climate crisis, please be true to your “I don’t want to kill animals” pledge by steering the next generation of designers - who look up to you – towards high-performing, plant-based yarns like bamboo, soya, linen, organic cotton, and hemp, which are 100% natural, biodegradable and cruelty-free.

Thank you for your time and consideration.

Kind regards,

Patrizia Re

Patrizia Re
Corporate Consultant
PETA

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