



Demna
Artistic Director, Gucci

Dear Demna,

Thank you for championing compassionate creativity at Balenciaga by showcasing mycelium leather on your catwalks and spreading the word that feathers are just as cruel as fur. Now, as Gucci's Artistic Director, will you please help end the suffering of wild animals for fashion?

PETA exposés reveal that Gucci's "precious skin" bags and belts condemn animals to abject suffering. At a slaughterhouse in Indonesia supplying [lizard](#) skins to the brand, workers were caught on camera taking up to 14 blows to behead lizards with machetes, causing them a prolonged, agonising death.

Gucci was also implicated in an investigation into [ostrich](#)-slaughter companies, which found that workers forced birds into stun boxes and slit their throats in full view of their flockmates. On two python farms in Thailand that supply skins to a tannery owned by Gucci's parent company, Kering, investigators documented emaciated [pythons](#) being hit on the head with hammers and impaled on hooks. To make their skins easier to remove, workers inflated the snakes with water, *even as they continued to move*, and then skinned them. Given your consistent displays of compassion, we can't imagine that this terrible suffering sits well with you. No one deserves to suffer and die for a fleeting fashion statement, and animals need compassionate fashion leaders to evolve beyond cruelty.

You're credited with Balenciaga's ethical decision to ban "exotic" animal skins in 2023, and are known for giving the public what it wants but doesn't see coming. Declaring, "no more python, lizard, ostrich, or any other wild-animal skins in Gucci's collections," to launch your legacy at Gucci would be more than poetic— it would be powerful.

Thank you for your consideration. We hope to hear from you soon.

PETA

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