



PEOPLE FOR  
THE ETHICAL  
TREATMENT  
OF ANIMALS

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Anna Wintour  
Global Editorial Director  
Vogue

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Dear Anna,

It has been a long time since the dead raccoon hit your plate at the Four Seasons in New York, and even longer since I had occupied your offices in the Conde Nast building and answered the phone: "Hello, Vogue. I'm sorry, but we're closed due to cruelty to animals." Much water and animal blood has passed under the bridge since then, and thankfully, times have changed, and people are now keenly aware of how greatly animals have suffered in the fashion industry over those years and even couturiers who once had models wear real wolves' heads as hats now shun it.

As you prepare for Fashion Week, please accept this gift from PETA – a unique, luxurious scarf, woven from what is the *only* and inarguably acceptable, animal hair to use for fashion, *human* hair. It includes mine, willingly given and obtained without harm or death, something that can't be said for the other kind. Cruelty-free and environmentally friendly, the scarf has been crafted by [Studio Sanne Visser](#). It is black to reflect the dark reality of the cashmere industry, where terrified animals are thrown to the shed floor, restrained by having their feet tied together, stood on by workers, hit in the face with clippers, raked until their flesh is raw with steel combs, having their hair pulled out by hand: all caught on videotape by PETA undercover investigations.

I hope you will accept it as a peace offering, a way to mark agreement between us that this kind of barbarity cannot be countenanced, and that you will choose to wear this scarf or display it otherwise during the Fashion Week circuit. It would make the powerful statement that fashion has evolved from exploitive to empathetic.

Kind regards,



Ingrid Newkirk  
Founder

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS (PETA)  
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