



Mr Robert Plant

21 October 2025

Dear Mr Plant:

Hello from your fans at People for the Ethical Treatment of Animals (PETA), where we appreciate your compassion for animals and passion for the environment. With Plant Wool Month—celebrating natural, plant-derived, and animal-free yarns—starting 1 November, we wanted to share a quirky idea that would help both the planet and the animals we share it with: Will you change your name to “Robert Plant *Wool*” for the month?

This temporary tweak to your famous moniker would help highlight the impressive array of cruelty-free, sustainable plant wools and the innovative designers using them. It would also let those stocking their winter wardrobes know that there are dozens of 100% animal- and plastic-free fibres to keep them cosy, without harming a hair on a sheep’s head.

Sheep wag their tails when happy, just like dogs—yet many are robbed of this simple joy in the wool industry, where tail severing is routine. Numerous [investigations](#) document violent beatings, and plant wools spare these gentle, clever animals from fear and abuse. Sheep’s wool is also highly damaging to vital river systems, as excrement from the UK’s 31 million sheep and chemical sheep dips run into waterways, causing suffocating eutrophication.

While your song *Kashmir* is rightly celebrated as a masterpiece, *cashmere* is a different story. It comes from sensitive goats who [scream](#) in pain as their fleece is ripped from their bodies. Farming them also drives desertification in Mongolia, where the dust *blows high in June*, polluting the air as far afield as America, and making workers ill.

Changing your name for the month would help showcase the array of plant wools—made from cotton, linen, hemp, orange waste, lavender flowers, soy, nettles, and more. These wools are all soft and warm, and best of all, they are a simple but effective way to make a difference for animals every time we get dressed in the morning.

As you’ve wisely said, *the past is a stepping stone, not a millstone*. The future of wool is plants, and we hope you’ll join us to celebrate this kind, green evolution of functional fashion. Thank you for your consideration.

Sincerely,

Elisa Allen
Vice President of Programmes

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