

Prada pledges to go fur-free

Today, the Prada Group has announced that it will no longer use animal fur in its designs or new products, starting from SS2020 Women's collections. The inventory will be sold until quantities will be exhausted, the company said.



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In collaboration with the Fur Free Alliance (FFA), a coalition of more than 50 animal protection organisations from over 40 countries, the Prada Group announcement follows positive dialogue between the luxury brand and FFA members, LAV and The Humane Society of the United States.

"The Prada Group is committed to innovation and social responsibility, and our fur-free policy - reached following a positive dialogue with the Fur Free Alliance, in particular with LAV and the Humane Society of the United States - is an extension of that engagement," said Miuccia Prada.

Prada says that focusing on innovative materials will allow the company to explore new boundaries of creative design while meeting the demand for ethical products.

The Italian fashion house joins the growing list of fashion brands ditching the use of animal fur in their collections, including [Chanel](#), Armani, [Burberry](#), DKNY, [Jean-Paul Gaultier](#), Gucci, Michael Kors and Versace.



Chanel halts use of fur and exotic animal skins

5 Dec 2018



Prada's fur-free commitment has drawn positive reactions from a number of animal protection groups.

“The Fur Free Alliance applauds the Prada Group for going fur-free,” said Joh Vinding, chairman of the Fur Free Alliance. “The Prada Group with its brands now joins a growing list of fur-free brands that are responding to consumers’ changing attitudes towards animals.”

Simone Pavesi, manager of the Animal Free Fashion Area for LAV, commented, “The Prada Group’s decision to go fur-free is consistent with the new concept of ethical luxury and meets the expectations of new consumers who are more careful in choosing sustainable products that respect the environment and animals.”



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“With the Prada Group’s fur-free announcement, one of the biggest names in fashion just became a leader in animal welfare and innovation for generations to come,” said PJ Smith, director of fashion policy at The Humane Society of the United States.

Brigit Oele, programme manager for Fur Free Alliance, said: “Prada Group was one of the fastest companies to go fur-free once positive dialogue began a little more than a year ago. The Fur Free Retailer Program includes 1,000 companies, showing that this global movement is gaining momentum fast, and it’s very unlikely that fur will ever return as an acceptable trend. This is a great day for animals!”

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