

The Rt. Honourable Boris Johnson, MP Prime Minister
10 Downing Street
London SW1A 2AA

Dear Prime Minister

March 2021

We are British designers, businesses and retailers that thrive without being complicit in the suffering caused by the fur trade. We write to share that we are #ProudToBeFurFree and to convey to you our shared belief that fashion, driven by consumers and enabled by innovation, is evolving to make animal fur obsolete, as more and more luxury fashion designers and high street retailers eliminate it from their collections.

Our fur-free policies are informed by the beliefs and expectations of the majority of UK consumers, who reject animal fur on ethical grounds. As you will be aware, fur farming has been banned for nearly two decades in the UK because the public, politicians, and scientists collectively concluded that it was inherently inhumane to keep wild animals caged in factory farms for their fur. The closure of Britain's last fur farms also made economic sense, since fur products had only a marginal presence on the UK high-street.

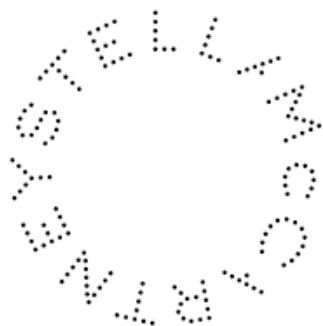
Despite a significant volume of animal fur still being legally imported into the UK, the number of retailers selling real fur continues to dwindle, as the sale of fur is simply not aligned with the ethical trajectory of the vast majority of retailers, designers and businesses that make up the British fashion retail industry.

Not only are more and more retailers and designers going fur-free, we note that cities such as San Francisco and Los Angeles, and most recently the entire state of California, are introducing bans on fur sales.

We are proud to support the growing fur-free movement as we know that the majority of British consumers want fashion items without fur.

We acknowledge and welcome Humane Society International's #FurFreeBritain campaign. If the UK was to become the first country to prohibit the sale of animal fur it would surely only enhance the UK's growing reputation as a global hub for innovation in ethical fashion.

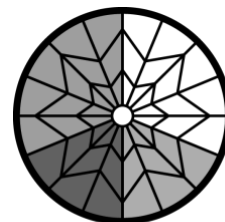
Yours in fashion,



**Vivienne
Westwood**

SELFRIDGES & CO

**KATHARINE HAMNETT
LONDON**



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helen moore
england

ERDEM

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