Animal Welfare. Worldwide.

FOUR PAWS

Wear it Kind

ANIMAL WELFARE IN FASHION

2026

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KEY FIGURES

332 brands

rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.

8%

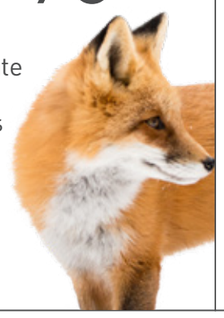
of brands that currently use animal-derived materials are committed to, or have taken steps to, reduce animal-derived material use.

64%

of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.

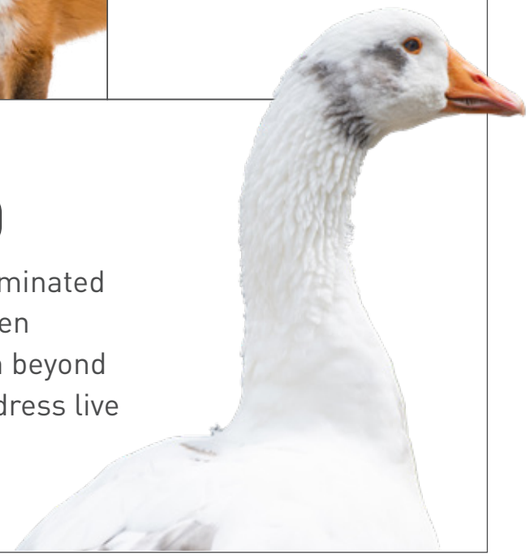
82%

of brands communicate strict prohibitions on the use of fur.



14%

of brands have eliminated virgin down or taken progressive action beyond certification to address live plucking risks.



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BRAND PROGRESS SNAPSHOT

The distribution of Directory brands that rate green per category i.e. the highest for action and transparency

- **82%** FUR
- **24%** LIVE LAMB CUTTING
- **27%** LIVE PLUCKING
- **13%** REDUCTION

TOP-RATED BRANDS

MID-RANGE / PREMIUM

Kings of Indigo (NL), alchemist (NL), Lanius (DE), ba&sh (FR), Armedangels (DE), ECOALF (ES), Reformation (US), NIKIN (CH), Spell (AU), hessnatur (DE), The White Company (UK), Hobbs (UK), Phase Eight (UK), Whistles (UK), closed (DE)

GLOBAL / MAINSTREAM

H&M Group brands (SE), C&A (DE), Superdry (UK), G-Star RAW (NL)

LUXURY

Another Tomorrow (US), Stella McCartney (UK), Chloé (FR)

SPORTS / OUTDOOR

Fjällräven (SE), Napapijri (US), Icebreaker (US), Löffler (AT), Muntagnard (CH), Maloja (DE), camel active (DE)

CHAIN RETAILER

Tchibo (DE), C&A (DE), CBR Fashion Group brands (DE)

DIGITAL-FIRST RETAILER

Citizen Wolf (AU), Atmos & Here (AU)

ANIMAL-FREE

4NML (US), Ashoka (FR), Boody (AU), Gary Mash (AT), House of Sunny (UK), KD New York (US), LOVJOI (DE), Mantis World (UK), MATE (US), MUD Jeans (NL), The Common Good Company (AU), YVAILO (BG), Save The Duck (IT)

WORST RATED BRANDS

MID-RANGE / PREMIUM

Rouje (FR), BASSIKE (AU), Filling Pieces (NL), DENHAM (NL), Alessa (BG), Andrews (BG), Teodor (BG), Aleta Parizi (BG), MONNI (BG), Kensol (BG)

GLOBAL / MAINSTREAM

NEW YORKER (DE), Dickies (US), Lucy Fashion (BG)

LUXURY

Dior (FR), Fendi (IT), Louis Vuitton (FR), Hermès (FR), Off-White (IT)

SPORTS / OUTDOOR

Eddie Bauer (US), Reebok (US), H8S Hristo Stoichkov (BG)

CHAIN RETAILER

Betty Barclay (DE)

For more brand ratings, visit the Wear It Kind Directory.

EXECUTIVE SUMMARY

Animal welfare is firmly on the agenda within the fashion industry. Analysis of 332 fashion brands in the **Wear It Kind Directory** shows growing recognition of key animal welfare risks, consideration of animal-derived material (ADM) use through formal policies and materials disclosure, as well as wider commitment or reference to certified animal-derived materials including wool and down. Meanwhile, transparency on the progress of certified material use and targets for reduced animal-derived material use overall continue to be underdeveloped areas of animal welfare progress.

Several important trends emerged between 2024 and 2026.

Certification is becoming the global benchmark for responsible sourcing.

Brands that engage with wool and down are increasingly communicating the importance of traceability and certified sourcing. When it comes to the use of down, 61% of brands using down claim to exclusively source certified down to an animal welfare standard. Progress is occurring even among the brands that previously rated lowest in the category, with 16% of brands that previously used uncertified down or provided limited transparency now subsequently adopting certified down, transitioning to recycled down, or banning down altogether.

At the same time, nearly two-thirds of brands (64%) have committed to sourcing 100% certified live lamb cut-free wool by 2030. While this is down slightly from 68% in 2024, almost a third of the brands included in the dataset have changed since 2024 to accommodate further requests from Directory users, among other factors. Therefore, the extent to which this change, and other minor category changes, reflects a genuine shift remains unclear. Still, the data indicates that implementation remains a challenge, with just 20% of brands having fully achieved their certified wool commitments. Nevertheless, this could represent positive progress, up from 13% of brands that had fully achieved their certified wool commitments in 2024.

Overall, while there is generally greater emphasis on the use of certified supply chains by brands, clear, transparent and detailed reporting on certified material usage has not yet become standard practice. Such reporting remains vital for enabling more robust external assessments of progress.

Down may be the next major material transition.

The strongest evidence of change is emerging in material insulation, as indicated by brand rating improvements across the live plucking and reduction categories. Alongside growth in the number of brands that have eliminated virgin down or taken progressive action to eliminate live plucking, reaching 14% in 2026 (up from 10% in 2024), the use of down-free alternatives including PrimaLoft and G-loft accounted for 45% of material innovation-related improvements in the reduction category.

With 35% of all positive rating changes in the live plucking category driven by brands transitioning to recycled down only (6%), or eliminating down altogether (29%), the data points to a cluster of early movers that have positioned themselves ahead of what may become a broader shift away from virgin down supply chains.

While these sourcing changes may be driven by a range of factors, they are consistent with growing industry awareness that live plucking risks remain insufficiently addressed, even within certified supply chains. Animal protection organisations have been highlighting the lack of supply chain separation and mandatory parent farm auditing within current down certification requirements directly with industry. While these issues could remain into the foreseeable future, the brands that are investing in virgin down alternatives are likely to be best positioned to mitigate these risks.

Luxury brands risk reputation as fur approaches mainstream irrelevance.

More than 82% of brands demonstrate that they do not use fur, either communicated through a fur-free policy or participation in the Fur Free Retailer Program. In contrast, luxury houses continue to be disproportionately represented among the worst performing brands due to their failure to publicly commit to a fur-free policy, despite simultaneously leading investment in next-generation materials.

Nevertheless, fur fashion available today is rarely found among high-street fashion brands anymore. Rather, it is sold on online marketplaces, as well as in individual stores, local markets, and vintage shops. Meanwhile, regulatory, commercial, and cultural pressures continue to accelerate the industry's move away from fur.

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Action beyond certification remains limited overall.

While the number of brands committing to reduced animal-derived material use has more than doubled from 3% in 2024 to 8% in 2026, 85% of these commitments can be attributed to brands replacing virgin down with recycled or animal-free alternatives, indicating comparatively limited reduction targets across other animal-derived materials. This also suggests that certified sourcing remains the industry's primary focus, with relatively few brands currently pursuing strategies to reduce animal-derived material use overall.

In saying this, reducing animal-derived material use is not the only way to go beyond certification. FOUR PAWS encourages companies to view certification as a foundational step towards minimising risk and improving animal welfare outcomes. While the Wear It Kind Directory does not systematically assess these aspects, achieving robust holistic welfare outcomes ultimately requires action beyond certification alone. Examples of 'going beyond' also include long-term engagement with farmers, providing the resources and financial certainty needed to support welfare improvements, and requiring animal welfare measures that exceed the requirements of certification standards.

Leaders and laggards

The report also highlights examples of leadership. Brands including H&M Group brands, Superdry, G-Star RAW, Fjällräven, Napapijri, Stella McCartney, Another Tomorrow, Lanius, Reformation, Tchibo, C&A, The White Company, ba&sh, Citizen Wolf, and Atmos & Here were among the strongest performers in their respective segments due to their commitments to fully certified live lamb cutting-free wool sourcing, demonstrating fur-free commitments through brand policies or as a Fur Free Retailer, mitigating live plucking risks by avoiding virgin down use or eliminating down use altogether, and opting for lower impact and animal-free alternatives including recycled or next-generation materials.

At the other end of the spectrum, several brands such as Reebok, Rouje, and BASSIKE continue to lag behind industry expectations due to limited transparency or the absence of certification requirements. Additionally, luxury brands such as Louis Vuitton, Dior, and Fendi remain disproportionately represented among the lowest-rated performers for their continued use of fur and with no commitment to end its use.

Conclusion and call to action

Overall, the results indicate meaningful industry progress, with fur and virgin down increasingly excluded from fashion and brands increasingly committed to certified animal-derived material supply chains. However, significant animal welfare challenges remain. Brands must continue to commit to transitioning exclusively to certified live lamb cut-free wool, properly address live plucking risks, set targets to reduce reliance on animal-derived material use, and for the remaining luxury sector brands to move away from fur once and for all.

Brands must also move beyond publishing policy commitments alone, to also developing clear strategies to achieve them, a shift increasingly demanded not only by animal advocates but also by emerging regulatory requirements. Animal welfare goals should be accompanied by transparent publicly available reporting and clear progress data. Beyond their own operations, brands should advocate for the systemic changes needed across the industries on which they rely. This can include engaging with standard owners, industry associations, and governments to strengthen animal welfare requirements and drive continuous improvement.

To fashion brands, retailers, and industry professionals: visit our Wear It Kind Industry page to learn how your organisation can improve outcomes for animals within your own supply chains, and support initiatives to propel the broader industry forward.

INTRODUCTION

2026 Animal Welfare in Fashion Report

The Wear It Kind Directory has grown from 256 brands rated in 2024 to 332 brands in 2026. The findings presented in this report are based on the Wear It Kind Directory ratings for 332 international and national leading fashion brands that were added to the Directory from 2024 to 2026. The report aims to provide insights into how the industry's progress on animal welfare continues to evolve, including the areas of animal welfare where brands are doing well, how brands can improve, and where the industry can prioritise efforts to ensure progress in the years to come.

The findings presented in this report are based on the analysis of three data sets from 2024, 2025, and 2026, reflecting the annual update of Directory brands. As FOUR PAWS sought to engage with brands prior to the publishing of their ratings, new brands were added to the Directory without triggering a review of existing brands from year to year. Therefore, improvements to brand ratings during this period were either made known to FOUR PAWS directly by brands or achieved by brands through direct engagement with FOUR PAWS. Additionally, as we aim to review Directory brands every two years, the findings presented are also based on changes to brand ratings noted during a 2026 review of the brands rated in 2024.

Why was the Wear It Kind Directory created?

In April 2024, FOUR PAWS commissioned a public opinion poll by market research company YouGov amongst almost 11,000 shoppers in 12 countries. When it came to the fashion purchasing habits by those surveyed:

- 22% say they currently seek out or purchase fashion items with animal welfare credentials.
- 27% say they have decided to avoid animal-based fashion altogether.
- 19% say they would buy more animal-free fashion if they had more access to sustainable alternatives.

However, in our 2023 Animal Welfare in Fashion Report, we found that change for animals on the ground was not happening fast enough and that efforts by brands needed to go further. Of the 100 fashion brands rated in that report, just:

- 10% disclosed their commitment to exclusively source animal welfare certified materials across all 'conventional' types i.e. wool, down, cashmere, alpaca and mohair.
- 3% disclosed their aim to reduce reliance on virgin animal-derived materials.
- 4% disclosed their investment in next-gen materials.

Together, these numbers highlighted that consumer action and expectation for animal welfare were well ahead of the progress and sizeable commitments being made by brands in real time.

To encourage more brands to urgently step up their animal welfare commitments, and support concerned consumers to see how their favourite brands fared on priority animal welfare issues in fashion, we launched the Wear It Kind Directory in 2024.

What is the Wear It Kind Directory?

The Wear It Kind Directory is FOUR PAWS' global benchmark for assessing fashion brands in four priority animal welfare issues in fashion:

1. Avoidance of live lamb cutting in wool use (also known as mulesing).
2. Avoidance of live plucking in down use.
3. Avoidance of fur use.
4. Reduced use of animal-derived materials.

In addition to providing fashion brands with a practical pathway towards best practices in each of the four categories, the Directory is also promoted as a digital database that aims to highlight brand action on animal welfare with shoppers who want to understand which brands align with their values.

We maintain public confidence in Directory ratings by using only publicly available information to assess brands. The Directory refers to all aspects of brand websites and corporate websites to look for relevant information. This generally includes (but not limited to):

- Policies, guidelines, codes of conduct.
- Reports e.g. sustainability / impact / non-financial.
- Online product descriptions.
- External references e.g. **Fur Free Retailer**.

Brands are rated in each of the Directory's four categories according to a colour system. In order of highest to lowest, brands can be rated green, yellow, orange or red.

Hightest positive action
Highest actions disclosed

Good progress
Timebound commitments to high actions disclosed

Needs improving
Not doing enough e.g. weak or partial commitments

No action
Little to no action disclosed

The criteria in each rating are outlined in the **Directory ratings guide.**

State of animal welfare in fashion

Looking beyond the Wear It Kind Directory findings, the past two years have seen significant developments in animal welfare across the fashion industry, with growing expectations on brands to address key risks and source materials according to robust traceability and animal welfare requirements. This section outlines major animal welfare milestones throughout the fashion industry and relevant media landscape from 2024-2026, and current industry outlook on the Directory's four priority animal welfare issues.

Live lamb cutting nears a tipping point

The past two years has seen the global calls to end live lamb cutting continue to build, particularly in Australia, which is the world's largest exporter of apparel wool, and the only country that practices live lamb cutting as a form of flystrike prevention[1,2]. The issue reached a milestone in 2024, which marked 20 years since the Australian Wool Industry promised to phase out the practice, a promise broken in 2009[3]. In the same year, FOUR PAWS launched its global 'Be Their Voice' campaign, which involved an animated film featuring the voices of well-known English public figure Sir Stephen Fry alongside support from international celebrities Danielle Macdonald and Scott Evans, to bring unprecedented international attention to the issue[4].

Following the campaign launch and the release of The Broken Promise report, which highlighted the wool industry's failure to phase out live lamb cutting[3], the Australian Veterinary Association subsequently adopted a new policy advocating for the phase-out of live lamb cutting and a transition to flystrike-resistant sheep[5]. Public awareness continued to grow in 2025, when the British Australian crime thriller North Shore featured live lamb cutting in a prominent storyline and became a top show on Netflix[6].

Advocacy efforts have also intensified during the past two years. Over 150 international brands have now signed the FOUR PAWS Brand Letter of Intent against live lamb cutting, committing to source only certified live lamb cut-free wool by 2030 while calling for change in the Australian wool industry[7]. In 2026, FOUR PAWS delivered

2024-2026

2024
- 'Be Their Voice' campaign
- 20 years since Australian phase-out was promised
- AVA supports phase-out

2025
- North Shore storyline raises awareness
- Chinese buyers seek LLC-free wool

2026
- 500,000 petition signatures delivered
- 150+ brands sign Letter of Intent

more than **500,000 signatures** to Australian embassies and consulates across Europe, Australia, and the United States, urging the Australian Government to legislate an end to live lamb cutting by 2030 and align national animal welfare standards with consumer and market expectations[8].

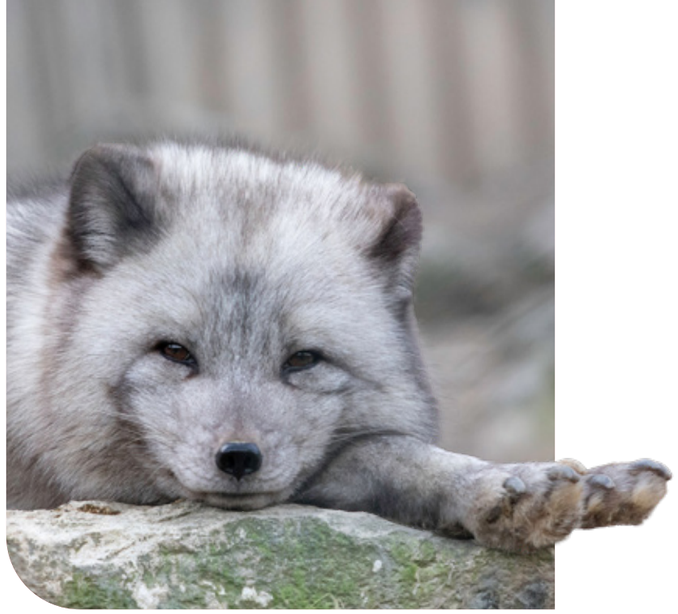
Meanwhile, these expectations are increasingly influencing purchasing decisions. In 2025, Chinese buyers reportedly expressed a growing preference for South African wool, driven by the country's widespread availability of certified live lamb cut-free wool[9]. Similarly, Italian Wool Textile Association President, Claudio Lacchio, described live lamb cutting as a 'deal breaker' for many European and American brands, regardless of whether pain relief is used[10].

Despite the momentum, certified wool represents an increasing but relatively small share of global production – approximately 4.3% of greasy wool fibre in 2024[11]. The costs and demands of certification, unstable premiums, geopolitical developments, and other unfavourable market conditions in the broader wool industry can all present sourcing challenges for brands[12]. Together, these factors may slow the pace at which brands can transition away from conventional wool.

Fur's economic decline outpaces political action

The global shift away from fur has accelerated significantly over the past two years. Major milestones included Max Mara and online marketplace Etsy adopting fur-free policies[13,14]; New York Fashion Week joined London and Copenhagen in banning fur[15]; Milan Fashion Week committed to no longer promote fur at any official event and encouraged brands not to use fur on the runway[16]; the Television Academy prohibited fur on the Emmy Awards red carpet[17]; and importantly, major fashion publications including Vogue, Condé Nast, and Hearst Media committed to go fur-free[18,19].

These developments reflected broader structural changes taking place within the fur industry. For example, a recent report documented the collapse of the EU fur farming sector over the last decade, with pelt production declining by 86% and sales value by 92%[20]. As production costs increasingly exceed revenues, one thing is clear – fur farming is becoming economically unsustainable.



In parallel, legislative momentum has also grown. Following the success of the Fur Free Europe European Citizens' Initiative, which gathered more than 1.5 million signatures[21], Romania and Poland approved a ban on fur farming[22,23]; Bulgaria banned the breeding and import of American mink[24]; and a Swedish government inquiry concluded that fur farming should be prohibited[25]. In the UK, the Animal Welfare Committee challenged longstanding industry claims that fur can be produced responsibly[26]. In 2026, Switzerland also adopted a national import and trade ban on fur produced using methods considered cruel under Swiss law[27]. From 2029, such fur may no longer be commercially imported, and from 2030 it may no longer be sold and traded, including fur from animals kept in cages and wild-caught fur obtained using cruel trapping methods[28].

Nevertheless, regulatory progress remains uneven. The European Commission has repeatedly delayed its response to the Fur Free Europe European Citizens' Initiative[29], while ongoing discussions suggest that stricter welfare standards may ultimately be favoured over a full EU-wide ban[30]. Similarly, in the UK, despite more than 29,000 responses to the Fur Market in Great Britain consultation – which demonstrated overwhelming public opposition to the commercial trade and farming of fur[31], the Government has not progressed legislation and has instead established a working group on fur to discuss concerns[32]. While public and industry support for a fur-free future continues to grow, achieving comprehensive regulatory reform remains a complex political challenge.

Certification takes centre stage in down sourcing

By contrast, the down sector presents a different challenge. In a highly complex and fragmented global supply network, the development of certified down standards reflects broader concerns about the treatment of animals in down production and the demand for traceability[11]. But even as global down production continues to grow[11], live plucking remains a concern even within key standards. Key concerns from animal protection organisations, including FOUR PAWS, include a lack of segregation between suppliers selling certified and non-certified down giving rise to mixing risks, as well as the fact that parent farms, where live plucking is most likely to occur, are not included as a mandatory audit requirement[33,34].

Nevertheless, the down category could be on the verge of a broader transition. As brands look towards lower-impact and circular materials, recycled down and the range of high-performance down-free alternatives could be expected to receive growing industry focus, allowing brands to eliminate exposure to live plucking and other animal welfare risks while seeking product differentiation based on material innovations. With a significant market of casual outdoor consumers driving the outdoor and apparel gear industry[35], a growing number of brands could be expected to reduce their dependence on down altogether, especially where activities do not traditionally depend on the material.

The challenge of scaling alternatives

Interest in next-generation materials continues to grow, with industry forecasts suggesting these materials could increase from around 1% of the global fibre market today to 8% by 2030 as brands seek lower-impact and more resilient material solutions[36].

However, replacing animal-derived materials at scale remains difficult. The closures of pioneering innovators in recent years, such as Bolt Threads, Ananas Anam, and MycoWorks illustrate the challenges of moving from promising technologies to commercially viable solutions[37,38,39]. Despite attracting significant investment and partnerships with major fashion brands, these companies struggled to bridge the gap between laboratory innovation and industrial-scale manufacturing.

For the likes of Vegea that endure, their experience highlights that transforming fashion's material landscape requires not only technological breakthroughs, but also long-term investment, manufacturing capacity, and sustained market demand[40]. Therefore, successful partnerships with brands remain critical to the next-generation material landscape if these are to serve as permanent pathways for brands to reduce their reliance on animal-derived material use overall. It is brands that bridge the gap between scientifically driven concepts and viable consumer products.

DIRECTORY BRAND FINDINGS

Over the past two years, the Wear It Kind Directory has documented a range of significant actions for animals by fashion brands. The following are brands that have been highlighted for their improvements to either a yellow or green rating across one or more Directory categories.

Brands with category improvements

H&M Group brands, Chloé, The White Company*, and **The Fashion Group (TFG) London brands** i.e. **Hobbs, Phase Eight,** and **Whistles** introduced policy bans on virgin down.

Superdry, Ted Baker, BODEN, and **Tchibo*** ended their down use altogether.

Adidas and **ASICS** ended their use of kangaroo leather.

Lanius ended their use of mohair.

Junona set its first ever target to reduce 2024/25 ADM volume by 75% by 2030.

Patagonia, Peek & Cloppenburg Hamburg, The White Company, CBR Fashion Group brands, Citizen Wolf, DiKa, Junona, 4NML, and **Grüne Erde** were among the many brands engaged by FOUR PAWS that affirmed their support for a fur-free future by joining the Fur Free Retailer Program.

H&M Group brands, Adidas, Fjällräven, Lacoste, Tchibo, Kathmandu, Junona, Iventi, Daphne, Teodor, and **DiKa** achieved their goals to source exclusively certified LLC-free wool.

Uniqlo, ASICS, Mango, Monoprix, Celio, MS Mode, Peek & Cloppenburg Hamburg, Peek & Cloppenburg Düsseldorf, New Look, Everlane, and **Barbour** signed the Brand Letter of Intent against live lamb cutting.

Decathlon, Fabienne Chapot, Superdry, and **Lidl** committed to only use certified LLC-free wool by 2030.

River Island and **Ganni** committed to a policy ban on virgin down, which will come into effect from 2027 and 2028 respectively.

Camel.active, Arc'teryx, Elk, Sissy-Boy, PKZ, you look perfect, Iventi, and **Ann Taylor** improved transparency by addressing down and/or fur use.

*NB: Progress noted above for these brands is in relation to their apparel products only.

Live lamb cutting progress

More transparent brands also reported their progress towards sourcing certified LLC-free wool:

- Eileen Fisher – 98.2%[41]
- Abercrombie & Fitch – 98%[42]
- Celio – 93%[43]
- Profuomo – 80%[44]
- G-Star RAW – 76%[45]
- WE Fashion – 54%[46]
- Sézane – 50%+[47]
- Filippa K – 29%[48]

Brand reporting suggests that year-on-year gains are often incremental, particularly for companies approaching full certification. However, progress was also not universal. A small number of brands were found to have policies with weakened commitments to certified LLC-free wool:

- Nike
- Country Road Group
- DK Company

These findings suggest that progress towards fully certified animal-derived materials continues across the industry, but momentum remains uneven. While some brands are strengthening commitments or advancing implementation, maintaining robust policies, effectively executing commitments, and transparency around implementation and progress remain an ongoing challenge for many.

Live lamb cutting (LLC)

Key statistic

64% of brands have committed to sourcing 100% certified LLC-free wool by 2030.

While this is lower than the 68% reported since 2024, the 2024 Directory dataset was disproportionately represented by brands with existing policies against live lamb cutting. Since then, the Directory has sought to add a wider variety of brands based on FOUR PAWS country office engagement and consumer demand. As a result, the lower figure should be interpreted with caution, as it may reflect differences in the composition of the dataset rather than a genuine reduction in brand commitments.

Summary analysis

Many brands using wool now communicate the importance of traceability and animal welfare standards. However, there continues to be a lack of transparency on implementation and progress.

While engaging with certifications is increasingly regarded as standard industry practice, relatively few brands have fully transitioned to using exclusively certified LLC-free wool, and there are still a significant proportion of brands that stop short of making timebound commitments to eliminate their use of live lamb cut-wool altogether.

Therefore, converting existing commitments into measurable outcomes for certified LLC-free wool should be a key animal welfare priority for wool-using brands, particularly for those that communicate a commitment to responsible sourcing.

Insights

- **Support for LLC-free wool is now widespread,** with nine in ten wool-using brands (91%) expressing a preference for live lamb cut-free (LLC-free) wool.
- **Commitments remain strong, but with room for improvement.** While 64% of brands have committed to sourcing 100% certified LLC-free wool by 2030 – including most recently Uniqlo, ASICS, Decathlon, Mango, Celio, Peek & Cloppenburg Hamburg, and Lidl–improvements in this area have been lower than those observed for live plucking.
- **Implementation continues to lag intention.** Only 20% of brands with a robust commitment to phase out live-cut wool currently source exclusively certified LLC-free wool. While this is up from 13% in 2024, the lower concentration of brands here highlights the gap between stated commitments and sourcing practices.
- **Progress remains concentrated among a relatively small number of leaders.** While 151 brands disclosed commitments to fully certified LLC-free wool since 2024, only a limited number achieved those targets during the same period, including Adidas, H&M Group brands, Lacoste, and Fjällräven.
- **Certification uptake is not necessarily translating into phase-out commitments.** Of the 86 brands found to use certified wool without a robust commitment to eliminate live lamb cutting, only 10% (nine brands) have committed to sourcing 100% certified LLC-free wool by 2030.
- **A substantial proportion of brands are yet to make a robust commitment.** Around one-third (35%) of brands across all segments still lack a timebound commitment to exclusively source certified LLC-free wool.

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Live plucking

Key statistic

14% of brands have eliminated virgin down or taken progressive action beyond certification to address live plucking risks, up from 10% in 2024.

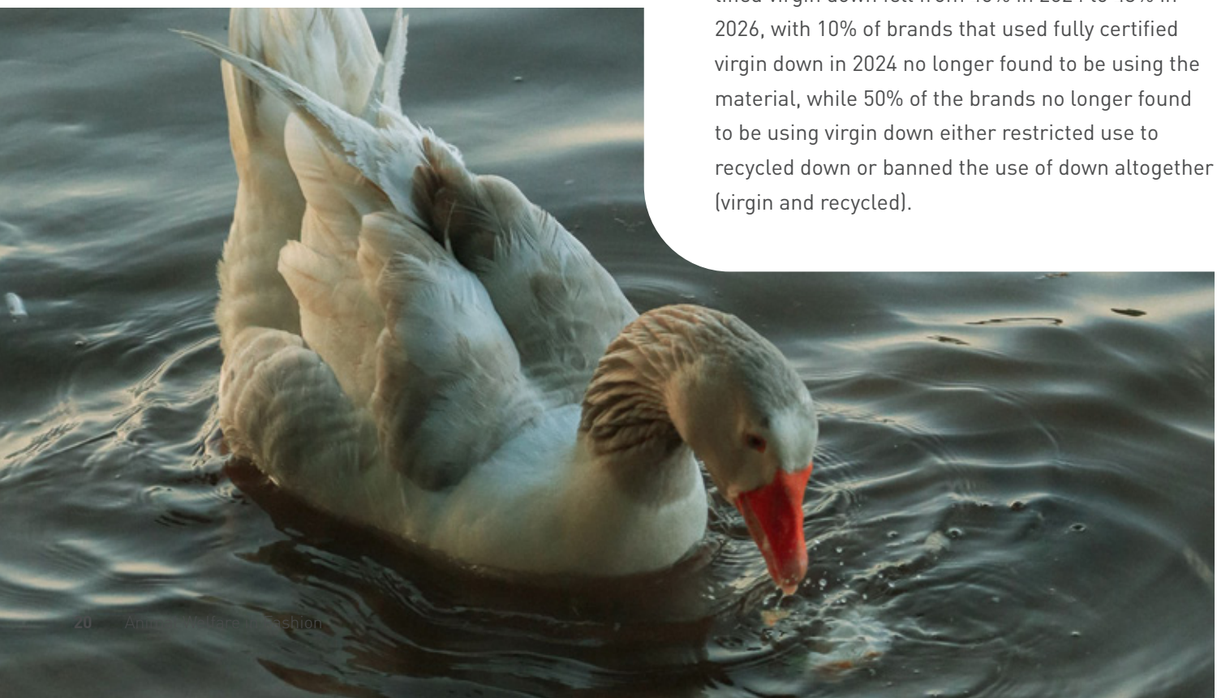
Summary analysis

There has been an overall uplift in brand ratings observed in the live plucking category since 2024, as brands steadily move away from unverified down-sourcing towards certified, recycled, and down-free alternatives. For brands using down, certification is increasingly viewed as a baseline expectation across much of the industry. Meanwhile, a growing number of brands are taking steps to reduce their reliance on down by transitioning exclusively to recycled down or eliminating use altogether.

However, despite the positive progress, very few brands who choose to continue using down have demonstrated leadership beyond certification, which on their own are not effectively mitigating live plucking risks. While going beyond certification may be critical to addressing live plucking in down supply chains in the years ahead, and standards should be strengthened to better mitigate the issue, the most effective way for brands to eliminate live plucking risks remains to phase out down use altogether.

Insights

- **The industry is moving away from inaction.** The proportion of brands taking no action to address live plucking fell from 15% in 2024 to 10% in 2026, indicating that live plucking or animal welfare generally is becoming a known industry risk rather than niche concern within down production.
- **Progress is occurring among former laggards.** Of the brands previously using uncertified down or providing little transparency, 16% have since adopted certified down, switched to recycled down, or banned down altogether.
- **Certified down is now the rapidly growing approach.** Over half of brands known to use down (61%, or 118 brands) use fully certified down, with another 23 brands (12%) committed to transition to fully certified down, highlighting the importance of traceability and animal welfare credentials in brand sourcing strategies.
- **Brands are increasingly looking beyond certification.** More than one-third (35%) of all positive rating changes were driven by brands transitioning to recycled down only (6%) or eliminating down altogether (29%).
- **Virgin down use is beginning to decline.** Among brands using down, the share relying on fully certified virgin down fell from 46% in 2024 to 43% in 2026, with 10% of brands that used fully certified virgin down in 2024 no longer found to be using the material, while 50% of the brands no longer found to be using virgin down either restricted use to recycled down or banned the use of down altogether (virgin and recycled).



Reduced animal-derived material use and innovative materials

Key statistic

8% of brands are committed to reducing animal-derived material use, up from 3% in 2024.

It should be noted that this increased figure is attributed mainly to brand commitments towards recycled and down-free alternatives (85%). Therefore, targets for the reduction of animal-derived material use overall remain limited.

Summary analysis

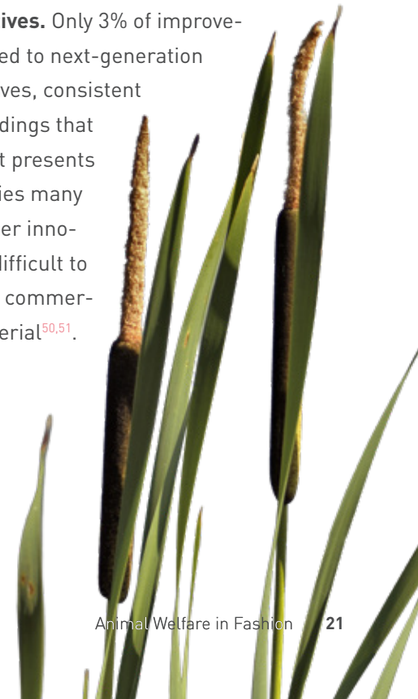
The findings suggest that the dominant approach for fashion brands is currently in diversifying the materials mix to include animal-derived material alternatives where possible, as opposed to more deliberate action to target animal-derived material reduction. Still today, very few brands have established measurable targets to reduce animal-derived material use overall, despite this enabling not only reduced animal welfare risk, but often emissions too.

As more transparent brands such as Filippa K[48] and Reformation[49] have acknowledged and reported, animal-derived materials such as wool, leather, cashmere, or silk – due to their relatively high emissions intensity, results in a disproportionately high impact in comparison not just to the relatively low proportions that animal-derived materials typically make up in most brands' total material use, but also when compared to other material types that comprise significantly higher proportions of most brands' total material use, including synthetics and man-made cellulosic fibres (MMCFs).[48,49]

Nonetheless, wider engagement with lower impact alternatives indicates brand interest in innovative materials is driving most of the progress in this category for now. This of course paints an optimistic future. As established next-generation materials mature and scale and adoption barriers are expected to fall, then the easier it will be for brands to permanently substitute at least some portion of their animal-derived material use in the future[35]. Additionally, wider use of specific down-free alternatives indicates that these innovations have successfully reached commercial scale and are poised to become a long-term part of brands' materials mix.

Insights

- **Many brands are moving from inaction to action.** Of the 49 improvements recorded in this category, 39% were made by brands that previously had no commitments to reducing animal-derived material use, demonstrating growing engagement across all segments.
- **Innovation is driving most progress.** Nearly two-thirds (63%) of all improvements were linked to the adoption of innovative animal-free alternatives, making material substitutions the primary pathway for reducing dependence on animal-derived materials.
- **Down-free alternatives are becoming increasingly mainstream.** Innovations such as PrimaLoft, Ingeo, G-Loft, Sorona, Thermore Ecodown, and Thermocore accounted for 45% of innovation-related improvements, reflecting growing acceptance of animal-free alternatives to down.
- **Recycled materials play an important supporting role towards reduced animal-derived materials.** One in five improvements (20%) was driven by increased use of recycled materials, particularly recycled down, recycled wool, and recycled synthetic fills, in addition to some uptake of recycled cashmere and recycled leather.
- **A handful of brands continue to work with leather alternatives.** Only 3% of improvements were linked to next-generation leather alternatives, consistent with industry findings that while the market presents huge opportunities many alternative leather innovations remain difficult to transform into a commercially viable material[50,51].



Fur

Key statistic

82% of brands strictly prohibit fur use.

These brands actively demonstrate their commitment by communicating fur bans in their policies or by joining the Fur Free Retailer Program.

Summary analysis

Fur is one of the most well-known animal welfare issues in the fashion industry, with the overwhelming majority of brands disclosing fur-free policies. Luxury brands remain the key laggards, accounting for approximately half of brands receiving the lowest ratings on fur. Still, further improvement is possible, as the majority of remaining brands have not communicated a fur-free policy, having never used fur in the first place. Nonetheless, the remaining challenge is to ensure that these gains in the fur-free movement are maintained and strengthened over time.

Additionally, brand action has largely focused on eliminating fur from supply chains rather than supporting continued fur production under totally insufficient standards of fur farmers. With most brands proactively demonstrating fur-free commitments, efforts to promote industry-certified fur are increasingly out of step with prevailing brand policies and sourcing practices.

LEADERS AND LAGGARDS

Top-rated brands

MID-RANGE / PREMIUM

Kings of Indigo (NL), alchemist (NL), Lanius (DE), ba&sh (FR), Armedangels (DE), ECOALF (ES), Reformation (US), NIKIN (CH), Spell (AU), hessnatur (DE), The White Company (UK), Hobbs (UK), Phase Eight (UK), Whistles (UK), closed (DE)

GLOBAL / MAINSTREAM

H&M Group brands (SE), C&A (DE), Superdry (UK), G-Star RAW (NL)

LUXURY

Another Tomorrow (US), Stella McCartney (UK), Chloé (FR)

SPORTS / OUTDOOR

Fjällräven (SE), Napapijri (US), Icebreaker (US), Löffler (AT), Muntagnard (CH), Maloja (DE), camel active (DE)

CHAIN RETAILER

Tchibo (DE), C&A (DE), CBR Fashion Group brands (DE)

DIGITAL-FIRST RETAILER

Citizen Wolf (AU), Atmos & Here (AU)

ANIMAL-FREE

4NML (US), Ashoka (FR), Boody (AU), Gary Mash (AT), House of Sunny (UK), KD New York (US), LOVJOI (DE), Mantis World (UK), MATE (US), MUD Jeans (NL), The Common Good Company (AU), YVAILO (BG), Save The Duck (IT)

Practices of leading performers:

- Using exclusively certified LLC-free wool.
- Using exclusively recycled down or down-free alternatives.
- A fur-free policy or a Fur Free Retailer.
- Investing in or using next-generation materials.
- Limiting conventional animal-derived material use to one type, fully certified.
- Reducing animal material use by 10% or more compared to a baseline year.
- Using fully certified recycled material for one or more ADM types.
- Ending use of one or more ADM types completely (virgin and recycled).
- Animal-free brands seeking to eliminate animal welfare risks from their supply chains altogether.

Worst rated brands

MID-RANGE / PREMIUM

Rouje (FR), BASSIKE (AU), Filling Pieces (NL), DENHAM (NL), Alessa (BG), Andrews (BG), Teodor (BG), Aleta Parizi (BG), MONNI (BG), Kensol (BG)

GLOBAL / MAINSTREAM

NEW YORKER (DE), Dickies (US), Lucy Fashion (BG)

LUXURY

Dior (FR), Fendi (IT), Louis Vuitton (FR), Hermès (FR), Off-White (IT)

SPORTS / OUTDOOR

Eddie Bauer (US), Reebok (US), H8S Hristo Stoichkov (BG)

CHAIN RETAILER

Betty Barclay (DE)

Practices of worst performers:

- Known to have used fur or continue to use fur with no commitment to end use.
- Using uncertified wool and down or engaging with some portion of certified wool and down but without a commitment towards exclusively certified materials.
- Low levels of transparency on animal-derived material use and policies.
- No reporting on the progress of certified animal-derived materials.

Top-rated brands by segment

The brands that rate most positively among their peers and outperform comparable brands clustered around average performance.

GLOBAL / MAINSTREAM

Superdry (UK), G-Star RAW (NL), H&M Group brands (SE)

SPORTS

Adidas (DE)

OUTDOOR

Fjällräven (SE), Napapijri (US), Icebreaker (US), Löffler (AT), Muntagnard (CH), Maloja (DE)

LUXURY

Stella McCartney (UK), Another Tomorrow (US), Chloé (FR)

MID-RANGE / PREMIUM

Kings of Indigo (NL), Lanius (DE), Reformation (US)

DIGITAL-FIRST RETAILER

Citizen Wolf (AU), Atmos & Here (AU)

CHAIN RETAILER

Tchibo (DE), C&A (DE)

DEPARTMENT STORE RETAILER

none (average performance across most brands)

Worst rated brands by segment

The brands that rate most poorly among their peers and perform below comparable brands clustered around average performance. In many cases, brands receive the lowest ratings due to poor levels of transparency.

GLOBAL / MAINSTREAM

Dickies (US), NAUTICA (US), NEW YORKER (DE), Lucy Fashion (BG)

SPORTS

Reebok (US)

OUTDOOR

Eddie Bauer (US)

LUXURY

Dior (FR), Fendi (IT), Louis Vuitton (FR)

MID-RANGE / PREMIUM

Andrews (BG), DENHAM (NL), MONNI (BG)

DIGITAL-FIRST RETAILER

none (similar results across most brands)

DEPARTMENT STORE RETAILER

Selfridges (UK), Engelhorn (DE), Ahlens (SE)

CHAIN RETAILER

Betty Barclay (DE)

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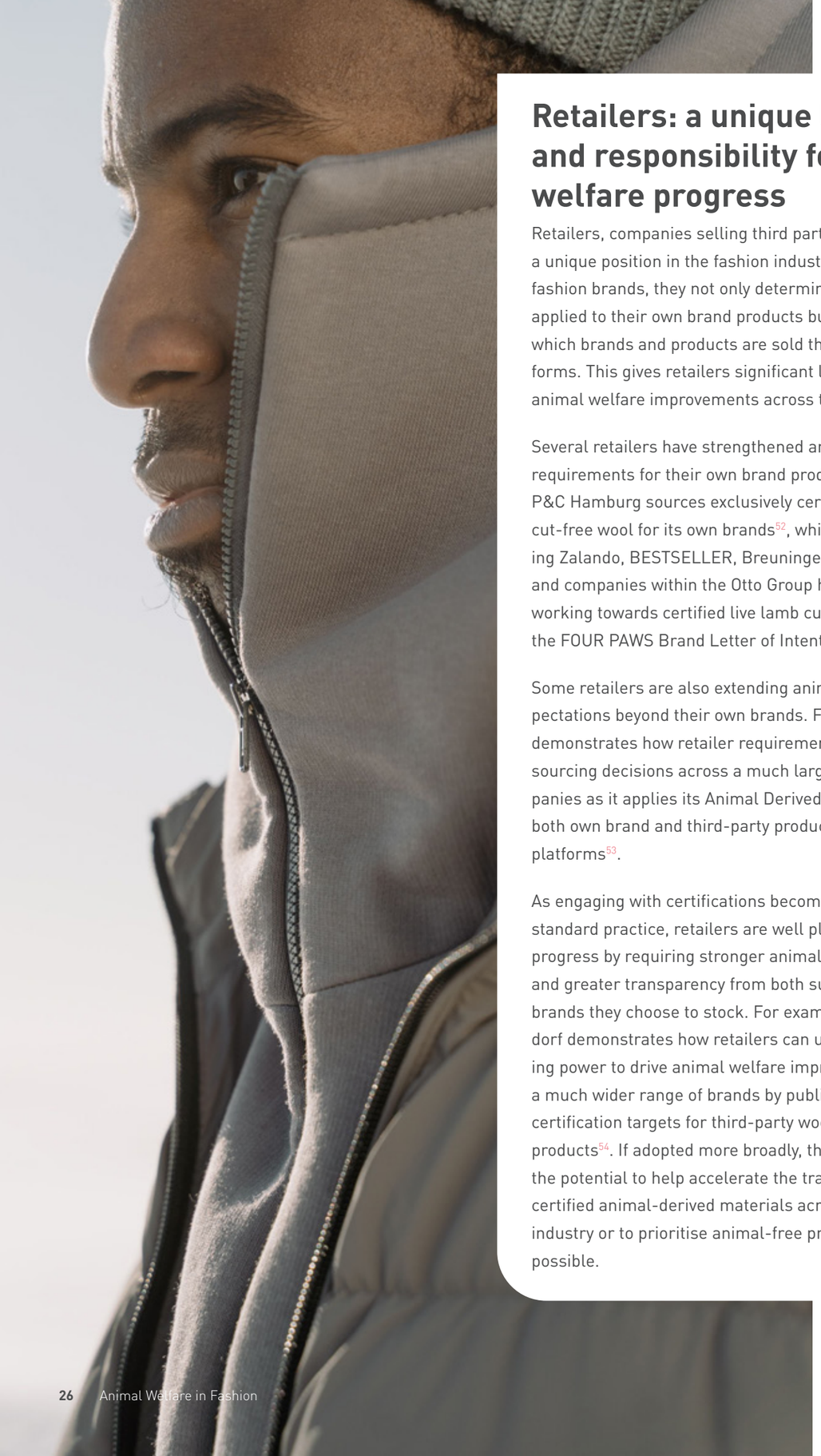

Retailers: a unique lever and responsibility for animal welfare progress

Retailers, companies selling third party brands, occupy a unique position in the fashion industry. Unlike most fashion brands, they not only determine the standards applied to their own brand products but also influence which brands and products are sold through their platforms. This gives retailers significant leverage to drive animal welfare improvements across the wider market.

Several retailers have strengthened animal welfare requirements for their own brand products. For example, P&C Hamburg sources exclusively certified live lamb cut-free wool for its own brands[52], while retailers including Zalando, BESTSELLER, Breuninger, P&C Düsseldorf and companies within the Otto Group have committed to working towards certified live lamb cut-free wool through the FOUR PAWS Brand Letter of Intent[7].

Some retailers are also extending animal welfare expectations beyond their own brands. For example, ASOS demonstrates how retailer requirements can influence sourcing decisions across a much larger number of companies as it applies its Animal Derived Materials Policy to both own brand and third-party products sold through its platforms[53].

As engaging with certifications become increasingly standard practice, retailers are well placed to accelerate progress by requiring stronger animal welfare standards and greater transparency from both suppliers and the brands they choose to stock. For example, P&C Düsseldorf demonstrates how retailers can use their purchasing power to drive animal welfare improvements across a much wider range of brands by publicly communicating certification targets for third-party wool and cashmere products[54]. If adopted more broadly, this approach has the potential to help accelerate the transition towards certified animal-derived materials across the fashion industry or to prioritise animal-free products where possible.

INDUSTRY OPPORTUNITIES

Industry opportunities for the next phase of animal welfare progress

The Directory findings point to key opportunities where the industry should prioritise and direct efforts to ensure animal welfare progress advances significantly across the fashion industry in years to come.

1 **Accelerating the transition to certified live lamb cut-free wool by 2030.**

While support for live lamb cut-free wool is now widespread, many brands are yet to translate commitments into fully achieved implementation, while others are yet to make a commitment. To support more brands to do each of these things, increasing the availability and uptake of certified live lamb cut-free wool remains a critical priority for reducing brand exposure to live lamb cutting.

2 **Ending down use towards recycled and animal-free alternatives.**

This is where some brands have already begun to focus their reduction efforts and rightly so considering the lack of animal welfare solutions available for brands to effectively mitigate live plucking risks at parent farms.

3 **Improving transparency and accountability.**

With corporate regulatory requirements set to tighten in certain markets, transparency is increasingly becoming a minimum requirement. Brands using animal-derived materials should develop comprehensive animal welfare policies, strategies to achieve them, and report on animal-derived material use as well as progress towards certified materials.

4 **Improving animal welfare beyond certification.**

As brands look to continue adopting certified animal-derived materials, it will be critical that brands not only make commitments to transition to fully certified materials using more robust certifications, but help to strengthen certification requirements for animal welfare, and directly engage and support producers to go beyond minimum certification requirements.

5 **Considering a reduction target.**

Reducing animal-derived material use overall can positively influence brand progress towards targets for reduced emissions while improving animal welfare standards for a drastically reduced number of farmed animals worldwide.

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RECOMMENDATIONS

Actions brands can take today

Brands seeking to strengthen their animal welfare performance and improve Directory ratings should consider the following actions.

Sign the Brand Letter of Intent against live lamb cutting to join the calls for an end to live lamb cutting in Australia and commit to sourcing exclusively certified LLC-free wool by 2030.

Join the Fur Free Retailer Program to publicly demonstrate support for a fur-free future.

Develop and publish a comprehensive animal welfare policy covering all relevant animal-derived materials and sourcing requirements and containing progressive commitments. This should be backed by a clear strategy and plan to fulfill the policy.

Set measurable targets and publicly report on progress, including certification uptake, material use, and material reduction outcomes.

Explore opportunities to reduce reliance on animal-derived materials through recycled materials, next-generation alternatives, and setting up a credible reduction target.

Resources for brands

DIRECTORY RATINGS GUIDE

LIVE LAMB CUTTING (LLC) CERTIFICATION OVERVIEW

CERTIFICATION INSIGHTS REPORT

ANIMAL WELFARE POLICY DEVELOPMENT GUIDELINES

GUIDELINES FOR SETTING A CREDIBLE ADM REDUCTION TARGET

BRAND LETTER OF INTENT AGAINST LIVE LAMB CUTTING (MULESING)

FUR FREE RETAILER PROGRAM

More resources are available on the **Wear It Kind Industry Information** page.

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Annex A:

AUSTRIA CHAPTER

Snapshot

There are 14 Austrian fashion brands in the Directory. While the overall profile of Austrian brands is stronger than several countries in the dataset e.g. Bulgaria and France, progress is largely concentrated around certification and policy commitments rather than transformative reductions in animal-derived material use.

Austria's brands present a positive picture overall, with no brands ranking among the worst performers on key animal welfare issues and strong uptake of certification schemes. Yet the next stage of progress is clear – moving beyond certification towards reduction, innovation and replacement of animal-derived materials.

The brands that are likely to lead the next decade of animal welfare performance will not simply source animal-derived materials more responsibly. They will increasingly find ways to use less of them. Austria's outdoor brands, through early adoption of alternatives such as PrimaLoft and G-Loft, may already be providing a glimpse of what that future looks like.

Key figures

- **14 Austrian brands** rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **62%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **100%** of brands using down source 100% certified down.
- **57%** of brands communicate strict prohibitions on the use of fur.
- **No brands** are committed to, or have taken steps to, reduce animal-derived material use.

Fur: significant improvement but policy gaps remain

Austria recorded one of its strongest improvements in the fur category. **Over half the brands (57%) now strictly prohibit fur use, up from 43% in 2024.** This reflects growing alignment with the industry's broader shift away from fur and demonstrates increased recognition of fur as an unacceptable animal welfare risk.

However, the findings also reveal an important transparency gap. The remaining brands had no evidence of a published fur-free policy. Many of these brands continue to use other animal-derived materials, making the absence of clear policy commitments a missed opportunity. Explicit fur bans remain important not only for transparency, but also for protecting supply chains against future sourcing risks and ensuring fur remains permanently excluded.

Live lamb cutting: strong foundations, slower momentum

Of 13 Austrian brands using wool, **eight brands (62%) have committed to sourcing 100% certified LLC-free wool by 2030** demonstrating broad recognition of live lamb cutting as an animal welfare concern. While this is down from 69% in 2024, changes in the dataset have since been made to accommodate further requests from Directory users, among other factors. Therefore, the extent to which this change, and other minor category changes, reflects a genuine shift remains unclear. Nonetheless, the challenge for Austrian brands now lies in moving from commitments to achievement of exclusively certified LLC-free wool. Löffler is the only Austrian brand in the Directory found to source exclusively certified LLC-free wool.

Live plucking: certification without transition

Austrian brands perform relatively well on down traceability and transparency. Of three Austrian brands known to use down, **100% were found to source fully certified down.** While the dataset is too small to draw definitive conclusions, this is consistent with the global trend pointing to the prioritisation of traceability and animal welfare credentials in the sourcing decisions among many brands.

However, the data also highlights an emerging opportunity. While certification has become commonplace, **distinctive business practice will now be going beyond certification,** by transitioning to exclusively recycled down or completely replacing it with innovative down-free alternatives.

Reduction and innovative materials: outdoor brands leading the way

The strongest signal of future progress comes from developments in the reduction category. Of the three improvements recorded among Austrian brands, two were attributed to outdoor brands adopting innovative alternatives to animal-derived materials. Specifically, **Intersport and SCROC were identified as using innovative insulation alternatives such as PrimaLoft and G-Loft.**

These examples mirror broader industry trends that many of the most successful next-generation material innovations are emerging in insulation and performance apparel. At the same time, **no Austrian brands have established formal targets to reduce reliance on animal-derived materials,** indicating substantial room for further leadership.

Austrian leader: Löffler

Löffler emerged as Austria's top-rated brand in the Directory. The brand:

- sources exclusively certified LLC-free wool;
- does not use down;
- has a fur-free policy and reinforces its commitment to never use fur by being a Fur Free Retailer; and
- utilises innovative alternatives such as PrimaLoft.

Löffler demonstrates that strong animal welfare outcomes can be achieved through a combination of certified sourcing, material innovation, and clear policy commitments.

Austrian laggard: Alpin Loacker

Alpin Loacker was identified as the worst rated Austrian brand in the Directory as the brand:

- has not made a time-bound commitment to exclusively certified LLC-free wool;
- uses fully certified virgin down but has not progressed beyond certification to address live plucking risks;
- does not explicitly address fur use despite evidence of animal-derived material use; and
- shows no evidence of efforts to reduce reliance on animal-derived materials.

The brand illustrates a broader challenge facing many fashion companies. Certification alone is increasingly insufficient as progress toward measurable reduction and innovation strategies are urgently needed.

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Annex B: BULGARIA CHAPTER

Snapshot

2026 marks the first full reporting cycle for Bulgarian brands in the Wear It Kind Directory, following their introduction to the Directory in 2025. Bulgarian brands present a mixed picture. Several brands have demonstrated strong performance on live lamb cutting (LLC), with some already outperforming global averages on certified wool sourcing. However, progress on fur and down remains limited, highlighting key opportunities for improvement in the years ahead.

There are thirteen Bulgarian brands in total in the Directory which reveal substantial variation in performance across animal welfare issues. While no Bulgarian brand has yet emerged as a leader on live plucking, the market includes examples of ambitious animal welfare commitments and one of the most significant reduction targets identified across the entire Directory.

The next phase of progress for Bulgarian brands will be to expand strong wool leadership into other categories, adopt comprehensive fur-free commitments, improve transparency around down sourcing, and build on early interest in reduction and next-generation materials. A leading example in Junona demonstrates that this pathway is already beginning to emerge.

Key figures

- **13 Bulgarian brands** rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **50%** of brands are already sourcing 100% certified LLC-free wool by 2030.
- **60%** of brands source 100% certified down.
- **31%** of brands are known to use fur.
- **One brand (Junona) is committed to reducing animal-derived material use.**

Live lamb cutting: Bulgaria outperforms the global average

The strongest area of performance among Bulgarian brands is wool sourcing. Of the twelve Bulgarian brands that use wool, **six brands (50%) have committed to sourcing 100% certified LLC-free wool by 2030 and have already achieved exclusively certified LLC-free wool sourcing,** substantially exceeding the aggregated Directory result, where only 20% of brands have reached this milestone.

While overall commitment rates remain moderate, brands that do commit are moving relatively quickly towards implementation. Unlike some markets where brands remain clustered at the commitment stage, Bulgarian leaders are demonstrating that achieving exclusively certified LLC-free wool is feasible in practice.

Live plucking: the weakest area of performance

Down remains a significant challenge for Bulgarian brands. Among the five brands known to use down, **three brands (60%) use certified down,** while the remaining brands leave Bulgarian consumers without evidence of fully certified sourcing.

None of the brands have moved beyond certification through measures such as transitioning to exclusively recycled down or innovative down-free alternatives. The absence of such commitments among Bulgarian brands suggests that the market is still at an earlier stage of development when it comes to addressing live plucking risks. Notably, no Bulgarian brand achieved a green rating in the live plucking category, making it **the only issue area without a domestic leader.**

Fur: the biggest opportunity for improvement

The fur category presents the clearest gap between Bulgarian brands and wider industry trends. Only four of the thirteen Bulgarian brands (31%) strictly prohibit fur use, substantially lower than the broader Directory average. At the same time, **four Bulgarian brands (31%) are known to use fur.**

As international fashion brands continue to adopt fur-free policies, Bulgarian brands have an opportunity to strengthen their animal welfare credentials through clear and public commitments to ending fur use. Overall, most brands appear not to use fur, but the majority do not communicate their practices publicly and lack formal policies, which limits transparency and consumer trust.

In a context where more than three-quarters (76%) of Bulgarian consumers express concern for animal welfare[55], and where an increasing number of international companies embrace transparency and sustainability as core elements of their identity, the absence of a public position is no longer neutral – it is a missed opportunity.

Reduction and innovation: early signs of progress

While overall progress in reducing animal-derived material use remains limited, the Bulgarian market contains some noteworthy examples of leadership. **Junona is the only Bulgarian brand to achieve a green rating in the reduction category through a commitment to reduce animal-derived material consumption by 75% from 2024/25 levels by 2030.** This is one of the most ambitious commitments identified among Bulgarian brands and demonstrates a strategic approach that extends beyond certified sourcing to reducing reliance on animal-derived materials altogether.

In addition, a small but growing group of brands have indicated interest in next-generation materials and alternative fibres. These include Iventi, Alessa, and Teodor. Although these commitments remain at an early stage, they indicate **emerging awareness of the role innovative materials can play in reducing animal welfare risks while supporting broader sustainability objectives.**

Bulgarian leader: Junona

Junona emerges as the top-rated Bulgarian brand in the Directory. While no Bulgarian brand achieved the highest rating in the live plucking category, Junona distinguished itself by achieving green ratings across live lamb cutting, fur and reduction categories.

Bulgarian laggard: Andrews

Andrews is the worst rated Bulgarian brand in the Directory as the brand:

- uses fur but has not committed to ending its use;
- uses wool but has not disclosed a time-bound commitment to certified LLC-free wool;
- lacks transparency regarding down sourcing; and
- shows no evidence of plans to reduce animal-derived material use.

Fur users requiring urgent action

Alessa, Andrews, LUCY Fashion and H8S Hristo Stoichkov were **found to use fur without a commitment to phase it out while Teodor, despite having used fur in the past, is yet to disclose a fur-free commitment or policy.**

Interestingly, both Alessa and Teodor achieve green ratings in the LLC category despite lagging in the fur category. This demonstrates that progress on one animal welfare issue does not automatically translate into leadership across all issues.

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Annex C:

FRANCE CHAPTER

Snapshot

With 24 brands, France occupies a unique position within the Wear It Kind Directory. Home to some of the world's most influential luxury and premium fashion houses, the French brands demonstrate strong performance in certified down sourcing and growing engagement with next-generation materials, particularly among luxury and premium brands. However, progress on certified wool remains mixed, while fur continues to divide the market, with several globally influential luxury brands yet to align with the growing industry consensus against fur.

While many French brands have embraced animal welfare certifications and material innovation, progress remains uneven across different segments of the industry. The French market's greatest opportunity lies in turning its considerable innovation capacity into broader animal welfare leadership. Brands such as ba&sh and Chloé demonstrate what the future could look like, by combining certified sourcing, reduced reliance on animal-derived materials and investment in innovative alternatives.

Key figures

- **24 French brands rated** within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **50%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **92%** of brands are, or have committed to, sourcing 100% certified down.
- **71%** of brands communicate strict prohibitions on the use of fur.
- **46%** of brands are using innovative animal-free alternatives.

Live lamb cutting: moderate commitment, strong implementation

Of the 23 French brands using wool, **12 brands (50%) have committed to sourcing 100% certified LLC-free wool by 2030.** Among those brands, **four (33%) have already achieved exclusively certified LLC-free wool sourcing,** exceeding the overall Directory average of 20%.

This suggests that while the overall rate of commitment remains lower than markets such as Germany and Switzerland, **French brands that do make commitments are relatively likely to follow through with implementation.**

Nevertheless, half of French wool-using brands have yet to make a timebound commitment to exclusively certified LLC-free wool, indicating considerable room for improvement. As certified wool is increasingly viewed as standard business practice, **French brands that remain uncommitted risk falling behind both peers and consumer expectations.**

Live plucking: one of the strongest performing areas

Down is the strongest performing animal welfare category among French brands. Of the twelve brands known to use down, **eleven (92%) either already use or are transitioning to exclusively certified down,** representing one of the highest certification uptake rates recorded among the Directory's country chapters.

An additional six brands **(25%) lead the category by publicly stating that they do not use down at all, further reducing exposure to live plucking risks among French brands. These are ba&sh, Balzac Paris, Pimkie, Sandro, Sézane, and Zadig & Voltaire.**

However, despite high certification uptake, progress beyond certification remains limited. **Only one French brand, Chloé, has ended its reliance on virgin down by transitioning exclusively to recycled down.**

Overall, French brands demonstrate widespread adoption of certified down while a notable number of brands choose not to use down at all. However, while certification uptake is high, efforts to move beyond certification remain limited, with only one brand having transitioned entirely to recycled down. This highlights an opportunity for French brands to further reduce their reliance on virgin down and strengthen their approach to animal welfare in this category.

Fur: a persistent challenge for French luxury

While most French brands prohibit fur, France continues to face challenges in this category, particularly within the luxury segment. Of the 24 French brands assessed, **17 (71%) strictly prohibit fur use, below the overall Directory average of 82%.**

More concerningly, **Dior and Louis Vuitton** continue to use fur and have not publicly committed to ending its use, while **Hermès** is known to have used fur in the past but has not publicly committed to a permanent fur-free policy.

These brands increasingly stand apart from many of their luxury peers that have already abandoned fur and reinforced their commitments through participation in the Fur Free Retailer Program. The continued absence of explicit fur-free commitments from some of France's most influential luxury houses remains **one of the clearest animal welfare gaps identified among French brands.**

Reduction and innovation: luxury brands are driving adoption

France is one of the strongest performing markets when it comes to the adoption of innovative and next-generation materials. **Twelve of the 24 French brands assessed (50%) rate positively in the reduction category, with eleven (46%) of those brands achieving a yellow rating for good progress through investment in or use of next-generation materials.**

Notably, **luxury and premium brands** dominate this group, including Dior, Hermès, Louis Vuitton, JOTT, Zadig & Voltaire, Aigle, ba&sh, Balzac Paris, and Sézane. This finding highlights an important paradox within the French market. Some luxury brands that continue to lag on issues such as fur are nevertheless helping to drive innovation in animal-derived material alternatives. Their investment and experimentation suggest **growing recognition that material innovation may play an increasingly important role in balancing consumer expectations, environmental goals, and animal welfare considerations.**

Chloé represents the strongest example of leadership, having reduced reliance on animal-derived materials through its transition to exclusively recycled down. This demonstrates how brands can move beyond certified sourcing to actively decrease their demand for virgin animal-derived materials.

French leaders: ba&sh

While no French brand achieved an all-green rating across every category, ba&sh emerges as the country's strongest overall performer. The brand achieves green ratings for:

- sourcing exclusively certified LLC-free wool;
- avoiding the use of down; and
- strictly prohibiting fur use.

Additionally, ba&sh demonstrates good progress in the reduction category through the use of lower-impact materials such as ECOVERO™, which can substitute for animal-derived materials including wool, cashmere, and silk in a range of applications. The brand illustrates how addressing key animal welfare risks can position companies as leaders within an increasingly competitive marketplace.

French laggard: Rouje

Rouje is identified as the worst performing French brand overall as they:

- use wool without committing to exclusively certified LLC-free wool;
- lack transparency regarding down and fur use; and
- lack evidence of efforts to reduce animal-derived material use.

Their performance highlights the growing importance of transparency and accountability. As more French brands adopt certified materials and begin exploring alternatives, the **brands that fail to address key animal welfare issues risk falling behind evolving industry expectations.**

Annex D:

GERMANY CHAPTER

Snapshot

With 75 brands from 61 companies, Germany represents the largest cohort of brands in the Wear It Kind Directory and provides a valuable indicator of broader industry trends. German brands demonstrate strong performance across all major animal welfare issues, particularly in certified wool sourcing, down traceability and fur-free commitments.

Germany's scale means its performance has a significant influence on the overall Directory results. Encouragingly, German brands consistently outperform several aggregated benchmarks, particularly in the live lamb cutting category, where implementation rates are notably higher than the global average.

At the same time, the findings suggest that many brands continue to focus predominately on certified sourcing. As innovative alternatives continue to mature, Germany has the foundations to play a leading role in the next phase of animal welfare progress, where success will increasingly be defined by brands that can transition to lower impact and animal-free alternatives, improve animal welfare standards within supply chains, and explore opportunities to reduce animal-derived material use overall.

Key figures

- **75 German brands** from 61 companies rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **76%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **83%** of brands are, or have committed to, sourcing 100% certified down.
- **87%** of brands communicate strict prohibitions on the use of fur.
- **9%** of brands have taken steps to reduce their animal-derived material use.

Live lamb cutting: a market leader in certified wool

Germany is one of the strongest performing markets for addressing live lamb cutting risks. Of the 71 German brands that use wool, **54 brands (76%) have committed to sourcing 100% certified LLC-free wool by 2030.** Furthermore, **16 of these brands (30%) have already achieved exclusively certified LLC-free wool sourcing,** exceeding the overall Directory result of 20%. However, one-fifth of wool-using brands have yet to make a timebound commitment, demonstrating that opportunities for further progress remain.

Live plucking: high certification uptake, limited reduction

German brands also perform strongly on down certification. Of the 42 brands known to use down, **35 brands (83%) either already use or are transitioning towards exclusively certified down,** underscoring the importance of traceability and animal welfare credentials in brand sourcing strategies.

However, the findings reveal a pattern increasingly observed across mature markets, in which certification uptake outweighs efforts to move beyond certification. **Just three German brands (7%) have ended their use of virgin down, i**ndicating that relatively few brands have transitioned towards exclusively recycled down or innovative down-free alternatives.

Fur: an established animal welfare concern

Fur is effectively a mature issue within the German market. **No German brand assessed in the Directory was found to use fur, with 65 of the 75 brands (87%) publishing fur-free policies.**

This places Germany firmly in line with broader industry trends showing that fur is increasingly incompatible with modern fashion sourcing practices. The widespread adoption of fur-free policies demonstrates that brands view fur not only as an animal welfare concern, but also as reputational and supply chain risk.

The remaining challenge is ensuring that brands without fur-free policies publicly communicate and codify their position to help safeguard the progress already made in this area.

Reduction and innovation: the next opportunity

Despite strong performance across all other Directory categories, relatively few German brands have embraced comprehensive reduction strategies. Of the 75 German brands in the Directory, **only seven brands (9%) have either ended the use of one or more animal-derived materials or publicly reported an actual reduction in overall animal-derived material use.**

The next phase of leadership can be expected to come from brands that complement certification with measurable reduction targets, recycled material adoption, and investment in next-generation alternatives.

German leader: Lanius

Lanius emerges as Germany's highest rated brand in the Directory as the brand:

- sources exclusively certified LLC-free wool;
- does not use down;
- strictly prohibits fur and commits to never use fur by being a Fur Free Retailer;
- uses Bemberg™ Cupro, a cellulose-based, animal-free silk alternative; and
- has further reduced its reliance on animal-derived materials by eliminating mohair from its materials portfolio.

Lanius demonstrates how animal welfare leadership increasingly extends beyond certification to encompass material innovation, reduction strategies and a commitment to continual improvement.

No clear laggard, but areas for improvement remain

Notably, Germany differs from several other markets in that **no single brand stands out as a clear overall laggard across all categories.** While Peter Hahn and Betty Barclay received some of the lowest ratings in the live lamb cutting and live plucking categories, the brand still performs positively in the fur use and reduction categories. Moreover, how the brands Drykorn, Chiemsee, and Falke exclude live lamb cutting from their supply chains remains opaque. Additionally, the retailers Galeria and Engelhorn equally do not disclose this information for their own brands. These brands stand out among the German brands that were analysed, as all other German brands address the issue of live lamb cutting in some form. Still, the part of the German market analysed is characterised by **comparatively few brands that show consistently poor results across multiple animal welfare issues.**

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Annex E:

SWITZERLAND CHAPTER

Snapshot

There are twelve Swiss fashion and outdoor brands in the Directory in 2026. Overall, Switzerland emerges as one of the strongest performing markets in the Directory, characterised by high uptake of certified LLC-free wool, widespread adoption of certified down, and near-universal rejection of fur. The data also highlights an emerging culture of material innovation, especially among Switzerland's outdoor brands.

While Swiss brands demonstrate a well-established approach to certified sourcing, the next challenge will be translating these achievements into more ambitious reduction strategies for animal-derived materials. No Swiss brand currently achieves the highest rating in the reduction category. However, the widespread adoption of recycled and next-generation materials suggests Switzerland's innovation-focused outdoor sector appears well positioned to contribute to the next phase of animal welfare progress.

Key figures

- **13 Swiss brands** rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **69%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **78%** of brands are, or have committed to, sourcing 100% certified down.
- **85%** of brands communicate strict prohibitions on the use of fur.
- **78%** of brands already incorporate recycled and next-generation alternatives.

Fur: an established animal welfare concern

Fur is arguably Switzerland's strongest performing category. **No Swiss brand assessed in the Directory was found to use fur, and eleven of twelve brands (85%) publish fur-free policies.** This result reflects the increasing maturity of the fur-free movement among Swiss brands. Unlike other countries where brands continue to use fur or fail to address the issue through policy, Swiss brands have largely demonstrated fur-free sourcing as standard business practice.

The remaining opportunity lies in encouraging the small number of brands without public fur-free commitments to formalise their policies and provide greater supply-chain transparency.

Live lamb cutting: one of the strongest performing markets

Switzerland performs strongly in addressing live lamb cutting risks. All thirteen Swiss brands in the Directory use wool, and **nine brands (69%) have committed to sourcing 100% certified LLC-free wool by 2030.** Of those brands, **three (23%) have already achieved exclusively certified LLC-free wool sourcing,** exceeding the aggregated Directory result of 20%. However, more than a quarter of Swiss brands are yet to make a time-bound commitment to exclusively certified LLC-free wool, indicating scope for further improvement.

Live plucking: strong certification uptake, limited progress beyond certification

Swiss brands also perform comparatively well on down sourcing. Of the nine brands known to use down, **seven (78%) either already use or are transitioning towards exclusively certified down,** demonstrating strong uptake among Swiss brands.

However, the data also points to a familiar pattern observable across the wider industry. While certification uptake is high, **only one Swiss brand Muntagnard (11%) has ended its use of virgin down.** Most brands remain focused on the transition to certified down in existing supply chains rather than reducing dependence on virgin down through recycled materials or innovative down-free alternatives.

Reduction and innovation: Switzerland's emerging advantage

Although no Swiss brand achieved a green rating in the reduction category, Switzerland stands out for the innovation taking place among brands. **Ten of the thirteen assessed brands (77%) already incorporate recycled or next-generation materials,** demonstrating one of the highest rates of alternative material adoption identified among the country chapters.

Notable examples include:

- Radys, for utilising a 50:50 blend of Tencel and merino wool in its base layers, effectively reducing the quantity of wool required while maintaining technical performance.
- Rotauf, for limiting its animal-derived material use to wool and incorporating Ingeo cornstarch insulation alongside locally sourced waste wool fleece as an alternative to conventional down.
- Mammut, for developing its own down-free alternative, Loopinsulation, made from their production scraps generated during industrial rope manufacturing.

These examples illustrate that brands in the Swiss outdoor sector are motivated to explore ways to reduce reliance on virgin animal-derived materials while delivering on product functionality.

The findings also suggest innovation is becoming an increasingly important pathway to animal welfare progress, particularly in product categories historically dependent on wool and down.

Swiss leader: Muntagnard

Muntagnard stands out for combining certified sourcing with material innovation. The brand:

- sources fully certified LLC-free wool;
- uses post-consumer recycled down through RE:DOWN;
- strictly prohibits fur; and
- actively seeks alternative material innovations to wool and down.

Muntagnard demonstrates a growing convergence between animal welfare objectives, circularity, and product innovation that is emerging among leading outdoor brands.

Swiss laggard: Ochsner Sport

Ochsner Sport was identified as the worst rated Swiss brand in the Directory as the brand:

- uses wool but has not committed to sourcing exclusively certified LLC-free wool;
- uses down with no actions to address live plucking risks;
- does not address fur use; and
- shows no evidence of efforts to reduce animal-derived material use.

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Annex F:

UNITED KINGDOM CHAPTER

Snapshot

With 39 brands, the United Kingdom (UK) represents one of the most progressive markets in the Wear It Kind Directory. Strong fur-free representation, growing commitments to transition exclusively to recycled and down-free alternatives, and leadership from brands such as Stella McCartney demonstrate that many UK brands are embracing the next phase of animal welfare progress.

While progress on certified wool remains mixed and implementation remains an area for improvement, the data suggests that UK brands are increasingly viewing animal welfare through a risk-reduction lens. Rather than relying solely on certification, a growing number of brands are choosing to eliminate problematic materials entirely, particularly down.

This reflects one of the most significant trends identified across the 2026 Directory. UK brands are one of the clearest Directory examples of how animal welfare and material reduction strategies can be pursued together to shape the future of fashion.

Key figures

- **39 UK brands** rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **57%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **62%** of brands are, or have committed to, sourcing 100% certified down.
- **85%** of brands communicate strict prohibitions on the use of fur.
- **21%** of brands have taken steps to reduce animal-derived material use by transitioning to exclusively recycled down or ending down use altogether.

Fur: one of the strongest performing markets

Fur is effectively a settled issue among UK brands. **Thirty-three of the 39 brands assessed (85%) strictly prohibit the use of fur, exceeding the overall Directory average of 82%. No UK brands were found to be using fur.**

This result reflects the maturity of the Fur-Free Britain movement and demonstrates alignment with the overall Directory trend. While a handful of brands have yet to adopt formal fur-free policies, the absence of fur use indicates that fur has become largely incompatible with the standard sourcing practices of UK brands.

Live lamb cutting: commitments growing, implementation lagging

Of the 37 UK brands that use wool, **21 brands (57%) have committed to sourcing 100% certified LLC-free wool by 2030.** However, despite these relatively strong commitment levels, implementation remains limited. Just one brand, Stella McCartney, has already achieved exclusively certified LLC-free wool sourcing, a substantially lower achievement rate than those observed in Germany, Switzerland and Bulgaria.

This suggests that while UK brands broadly recognise live lamb cutting as an important animal welfare issue, the data suggests **progress towards fully certified LLC-free wool is still in its early stages for many committed brands.**

Live plucking: a market in transition

The most significant animal welfare development among UK brands is occurring in the down category. Of the 29 brands known to use down, **18 brands (62%) already use or are transitioning towards exclusively certified down,** underscoring the importance of traceability and animal welfare credentials in brand sourcing strategies. However, unlike many other markets where brands remain focused on certification, **a growing number of UK brands are moving beyond certified virgin down.**

Since 2024, BODEN, Superdry, and Ted Baker have made a transition from using down to ending their use of down (both virgin and recycled).

Another five brands in River Island, The White Company, and TFG London brands (Hobbs, Phase Eight, and Whistles) have disclosed commitments to exclusively using recycled down or ending down use altogether.

These developments position the UK as one of the strongest markets in the Directory for action beyond certification. Rather than simply improving traceability within existing down supply chains, a growing number of brands are actively reducing exposure to a key animal welfare issue.

Reduction and innovation: the UK's key strength

The UK is among the strongest performing markets in the reduction category. **Eight of the 39 UK brands (21%) achieve the highest possible rating in the reduction category, with every one of these brands earning that rating through commitments to exclusively use recycled down or eliminate down entirely.**

This is a significant finding because it demonstrates that UK brands are no longer focusing solely on certified materials. Unlike other markets where reduction progress is primarily driven by next-generation materials, the UK's strongest reductions stem from commitments to transition to recycled only down or end down use altogether.

UK leader: Stella McCartney

Stella McCartney remains the UK's top-rated brand and one of the strongest performers in the entire Directory, as the brand:

- sources exclusively certified LLC-free wool;
- does not use down;
- strictly prohibits fur and commits to never use fur by being a Fur Free Retailer; and
- has been an influential early adopter and contributor to the development of next-generation alternatives to leather, fur, silk and feathers.

Stella McCartney's approach illustrates how animal welfare leadership can be integrated into innovation, design, sourcing, and product development strategies. The brand has consistently demonstrated that alternatives to animal-derived materials can succeed at scale within luxury fashion.

No clear UK laggard, but opportunities for improvement remain

Unlike some other markets in the Directory, the UK does not have a brand that performs poorly across most or all animal welfare categories. However, **George (ASDA) received the lowest overall rating among assessed UK brands.**

While the brand performs positively on fur and demonstrates some use of recycled animal-derived materials, the brand uses wool without a timebound commitment to move towards exclusively certified LLC-free wool and uses down without adequate action to mitigate live plucking risks.

This demonstrates that, among UK brands, even lower-rated ones have generally taken some action for animals. However, **more comprehensive and consistent policies are needed to align with animal welfare best practices.**

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Annex F:

UNITED STATES CHAPTER

Snapshot

With 47 brands, the United States (US) represents one of the largest and most influential markets in the Wear It Kind Directory. US brands demonstrate strong performance on certified wool sourcing, widespread rejection of fur, and significant investment in next-generation materials. At the same time, few brands have transitioned from certified materials sourcing strategies towards measurable reductions in animal-derived material (ADM) use.

The findings highlight a market that is increasingly embracing innovation but remains largely focused on improving how animal-derived materials are sourced. As adoption of certified materials continues across the industry, the brands best positioned for future leadership will be those that combine strong certification and traceability requirements

Key figures

- **47 US brands** rated within the Wear It Kind Directory, on their actions and commitments to mitigate fur use, live lamb cutting, and live plucking – as well as general efforts to reduce use of animal-derived materials.
- **55%** of brands are, or have committed to, sourcing 100% certified LLC-free wool by 2030.
- **69%** of brands are, or have committed to, sourcing 100% certified down.
- **85%** of brands communicate strict prohibitions on the use of fur.
- **45%** of brands already use innovative animal-free alternatives.

Live lamb cutting: strong implementation among committed brands

The United States performs relatively well on live lamb cutting (LLC) commitments and implementation. Of the 44 US brands that use wool, **24 brands (55%) have committed to sourcing 100% certified LLC-free wool by 2030.** More notably, **12 of those 24 brands (50%) have already achieved exclusively certified LLC-free wool sourcing, significantly exceeding the aggregated Directory result of 20%.**

This suggests that while commitment levels are broadly comparable with other leading markets, **US brands that make commitments are often more successful at implementing them.** The results indicate a relatively mature approach to certified wool sourcing among leading US brands, **although nearly half of wool-using brands have still yet to disclose a commitment to wool free from live lamb cutting.**

At the same time, major US brands like Michael Kors rank among the worst for using wool by failing to disclose any policy or product information related to live lamb cutting. The lack of public transparency on this issue puts them at odds with their competitors in the US market.

As engagement with certified wool increasingly becomes an industry norm, future leadership on this issue will be based on achieving a complete transformation to fully certified LLC-free wool.

Live plucking: certification dominates, with early signs of leadership beyond certification

US brands perform strongly on certified down sourcing. Of the 29 brands known to use down, **20 (69%) already use or are transitioning to exclusively certified down,** underscoring the importance of traceability and animal welfare credentials in brand sourcing strategies.

Better yet, a small number of brands in Another Tomorrow, Napapijri, and Everlane are **beginning to move beyond certification** towards exclusively recycled down or reducing reliance on virgin down supply chains altogether.

While these examples remain the exception rather than the rule, they reflect an emerging shift in industry thinking. Certification is increasingly being viewed as standard business practice, while **recycled materials and next-generation alternatives are beginning to define the next frontier of leadership on this issue.**

Fur: broad brand consensus

The fur category represents one of the strongest areas of performance among US brands. **Forty of 47 US brands (85%) strictly prohibit fur use, exceeding the overall Directory average of 82%. Importantly, no US brands assessed in the Directory were found to be using fur.**

This reflects the growing consensus across the fashion industry that fur is no longer compatible with contemporary consumer expectations or animal welfare standards. Fur-free policies are now deeply embedded across much of the US fashion sector, demonstrating the consensus among brands for a fur-free fashion industry.

The remaining opportunity lies with the small number of brands that have yet to formalise their fur-free positions through their publicly communicated information or by becoming a Fur Free Retailer.

Reduction and innovation: significant momentum, but few formal commitments

The US brands distinguish themselves through widespread engagement with next-generation materials.

While no US brand achieved a green rating in the reduction category, **nearly half of all brands are actively engaging with material innovations:**

- 21 of 47 brands (45%) achieve a yellow rating for good progress, driven by investment in or use of next-generation materials.
- An additional six brands (13%) have publicly communicated intentions to explore or adopt next-generation materials.
- Only seven brands (15%) show no evidence of efforts to reduce animal-derived material use.

These findings suggest that **many US brands recognise the strategic importance of innovation,** even if relatively few have established formal reduction targets or achieved measurable reductions in animal-derived material use. As established next-generation materials continue to mature and scale, the US fashion industry is likely to be strongly positioned for future progress in this space.

US leaders: Reformation, Icebreaker, Another Tomorrow, and Napapijri

Four brands emerge as the top performers in the US market:

- Reformation
- Another Tomorrow
- Icebreaker
- Napapijri

These leading brands:

- source exclusively certified LLC-free wool;
- use exclusively recycled down or down-free alternatives;
- demonstrate fur-free commitments;
- invest in next-generation materials; and
- incorporate next-generation materials into their product portfolios.

US laggard: Eddie Bauer

Eddie Bauer was identified as the worst rated US brand in the Directory, as the brand:

- uses wool but has not committed to sourcing exclusively certified LLC-free wool;
- uses down without demonstrating any actions to mitigate live plucking risks;
- has no fur-free policy; and
- shows no evidence of efforts to reduce animal-derived material use.

These findings point to a broader issue of transparency alongside implementation. While many US brands are investing in next-generation materials and strengthening sourcing practices, progress remains uneven across the market. Brands that fail to address key animal welfare risks through clear commitments and public reporting are increasingly likely to fall behind brands that combine clear goals towards the use of robust certifications with transparency around implementation and progress.

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About FOUR PAWS

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. Founded in 1988 in Vienna by Heli Dungler and friends, the organisation advocates for a world where humans treat animals with respect, empathy and understanding. The sustainable campaigns and projects of FOUR PAWS focus on companion animals including stray dogs and cats, farm animals and wild animals – such as bears, big cats and orangutans – kept in inappropriate conditions as well as in disaster and conflict zones. With offices in Australia, Austria, Belgium, Bulgaria, France, Germany, Kosovo, the Netherlands, Switzerland, South Africa, Thailand, Ukraine, the UK, the USA and Vietnam as well as sanctuaries for rescued animals in eleven countries, FOUR PAWS provides rapid help and long-term solutions.

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