FUR FREE RETAILER PROGRAM

The future of fashion – an initiative for companies that care about animals and the environment.

What Fur Free Retailer brands are saying

Technological progress made over the years allows us to have valid alternatives at our disposal that render the use of cruel practices unnecessary as regards animals.

— Armani

Being socially responsible is one of Gucci's core values, and we will continue to strive to do better for the environment and animals.

— Gucci

Sustainability and respect for nature are fundamental values for our brand.

— The North Face

We say a big no to fur.

— H&M

We are proud to be fur-free and our customers appreciate it.

— Bestseller

We use animal-friendly products to inspire the next generation with a new kind of luxury.

— Hugo Boss

The Prada Group is committed to innovation and social responsibility, and our fur-free policy is an extension of that engagement.

— Prada

Permanently eschewing fur emphasises our approach of developing more sustainable materials and using them more widely.

— Adidas

1

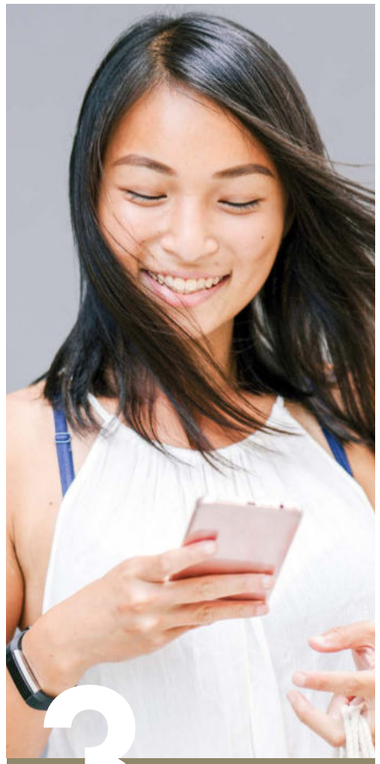
Fur facts

What you should know about fur.

2

Get involved

Show your commitment to sustainability and animal welfare.



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Communication

Reach an expanding target group: ethically concerned customers.

1

Fur Facts

What you should know about fur.

The most common misconceptions

"Fur from farmed animals is okay."

FALSE: Apart from the excruciating conditions, fur farming has serious ecological consequences. Fur farms also pose a serious risk to public health as they are breeding grounds and reservoirs for zoonotic diseases such as COVID-19 or Bird Flu.

"Fur sourced in the wild is a sustainable alternative."

FALSE: Wild animals are caught with traps that cause terrible suffering and that indiscriminately injure and kill (non-targeted) animals.

"A little fur trim isn't so bad."

FALSE: Millions of animals are killed every year to create fur trimmings such as on hoods, collars and pompoms.

"Australia doesnt even really contribute that much to global fur trade."

FALSE: Australia imports millions of dollars worth of fur products from China, the EU and the USA, helping to sustain and make the global fur industry profitable.

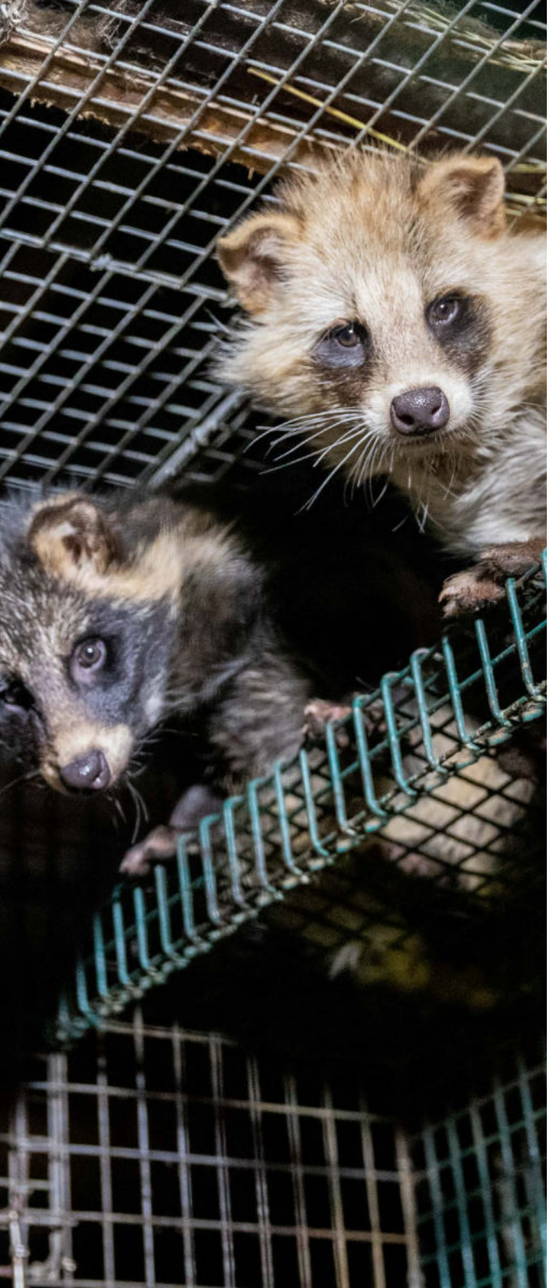
Fur fashion is animal cruelty, has a serious impact on the environment and constitutes a global health risk!

What do we mean by “FUR”?

- animal skin with hairs or fur fibres
- the coat of an animal killed solely for their fur
- includes mink, fox, raccoon dog, coyote, rabbit and Karakul lamb

What do we not mean by “FUR”?

- skins that have already been processed into leather or had their hairs, coat or fur fibres completely removed
- an animal coat that has been clipped off, shorn off or combed out; fleece, sheepskin, shearling
- leather or hairs on animal skin that is typically used as leather (e.g. cowhide with hairs)
- synthetic materials or natural fibres that look like real fur

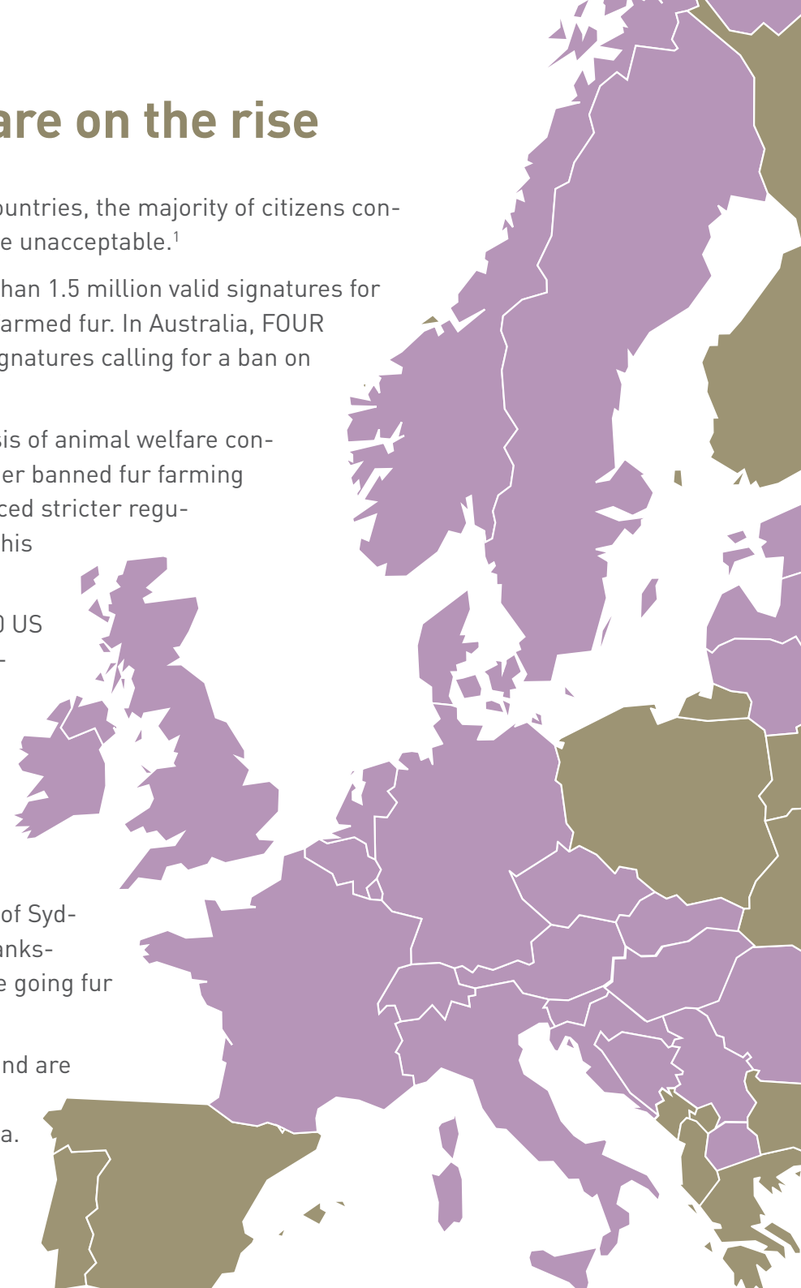


Fur facts

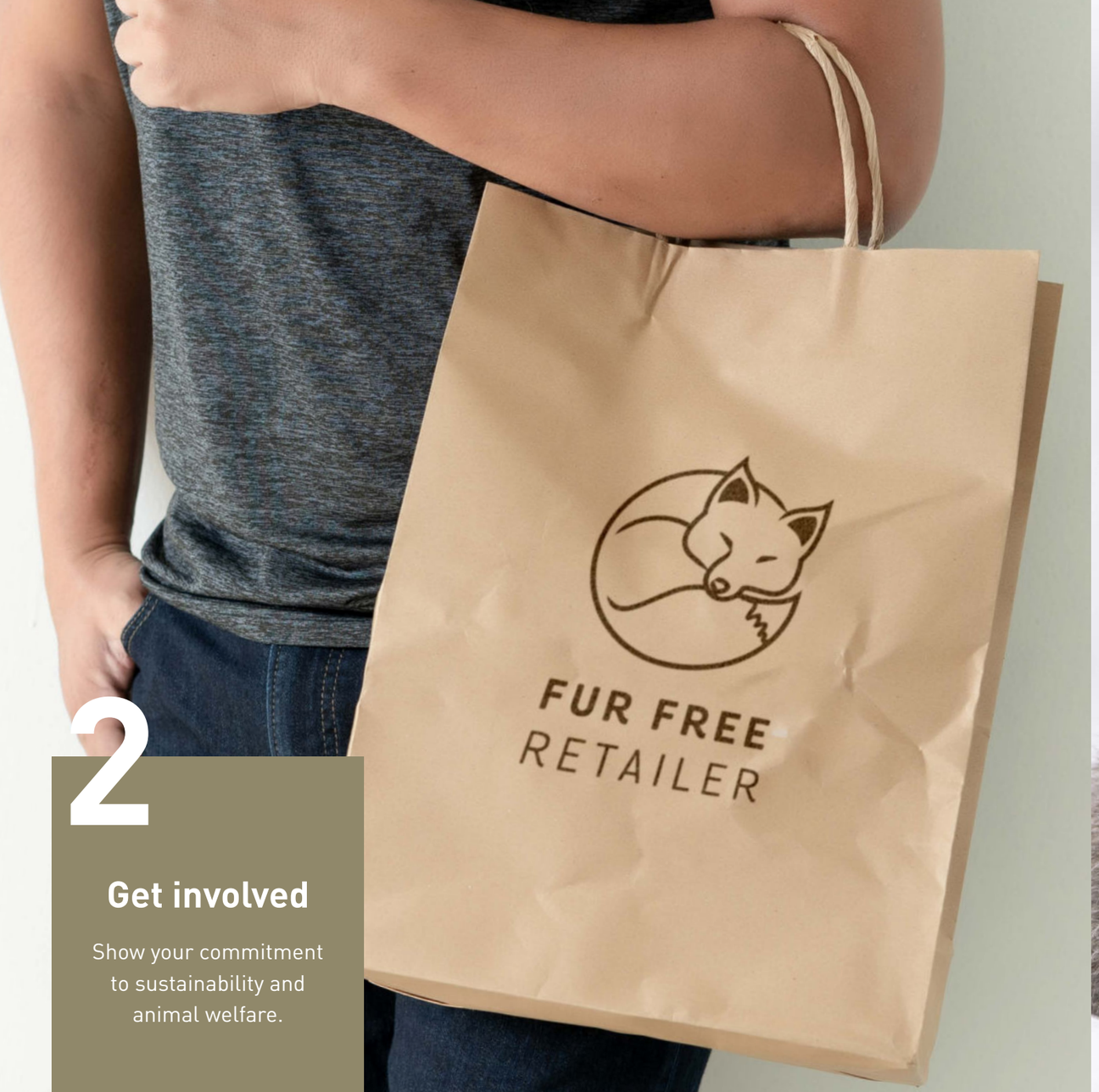
- Every year, the fur industry kills **millions of animals** (mink, foxes, raccoon dogs, rabbits etc.).
- **The vast majority of fur sold globally comes from fur farms**, the rest from hunting and trapping.
- **Brutal keeping and slaughter methods with animals in cages with grid floors** causing injury, behavioural disorders and cannibalism, before being electrocuted or gassed.
- Multiple outbreaks of COVID-19 and Avian Influenza on fur farms lead to the culling of more than 18 million mink, foxes and raccoon dogs.
- Fur farming is associated with significant environmental pollution. **The environmental impact of fur is much higher than that of other textiles.** Fur farming is related to high air emmissions, water consumption and water pollution. Pelts are processed with toxic substances and the fur industry has also negative impacts on biodiversity.
- In May 2025, **cat hair was discovered being illegally sold in Victoria, and mislabelled as sheepskin and faux fur.** This is not the first time, with earlier FOUR PAWS investigations revealing dog and cat fur sold and mislabelled in Victoria.
- **There is no such thing as ethical fur.** The fur industry's certification programmes and labels such as Furmark, WelFur or Saga Furs do not offer adequate animal welfare standards but formalise the status quo.

Fur-Free Policies are on the rise

- Opinion polls show that in many countries, the majority of citizens consider breeding animals for fur to be unacceptable.[1]
- 'Fur Free Europe' collected more than 1.5 million valid signatures for a ban on fur farming and sales of farmed fur. In Australia, FOUR PAWS has collected over 70,000 signatures calling for a ban on retail sale of fur.
- In the last two decades, on the basis of animal welfare concerns, more than 25 countries either banned fur farming of all or certain species or introduced stricter regulations, which entailed the end of this practice.[2]
- Israel, California and more than 10 US cities prohibit the sale of fur. Switzerland introduced an import ban on cruelly produced fur. The ban came into force on 1 July 2025 with a two-year transition period.
- In Australia, several Councils have introduced fur sales bans on Council property including City of Sydney, Inner West and Canterbury Bankstown, and major fashion events are going fur free like Australian Fashion Week.
- Major fashion brands take notice and are going fur free, including Armani, Burberry, Chanel, Dolce & Gabbana.



1 www.furfreealliance.com/public-opinion
2 www.furfreealliance.com/fur-bans/



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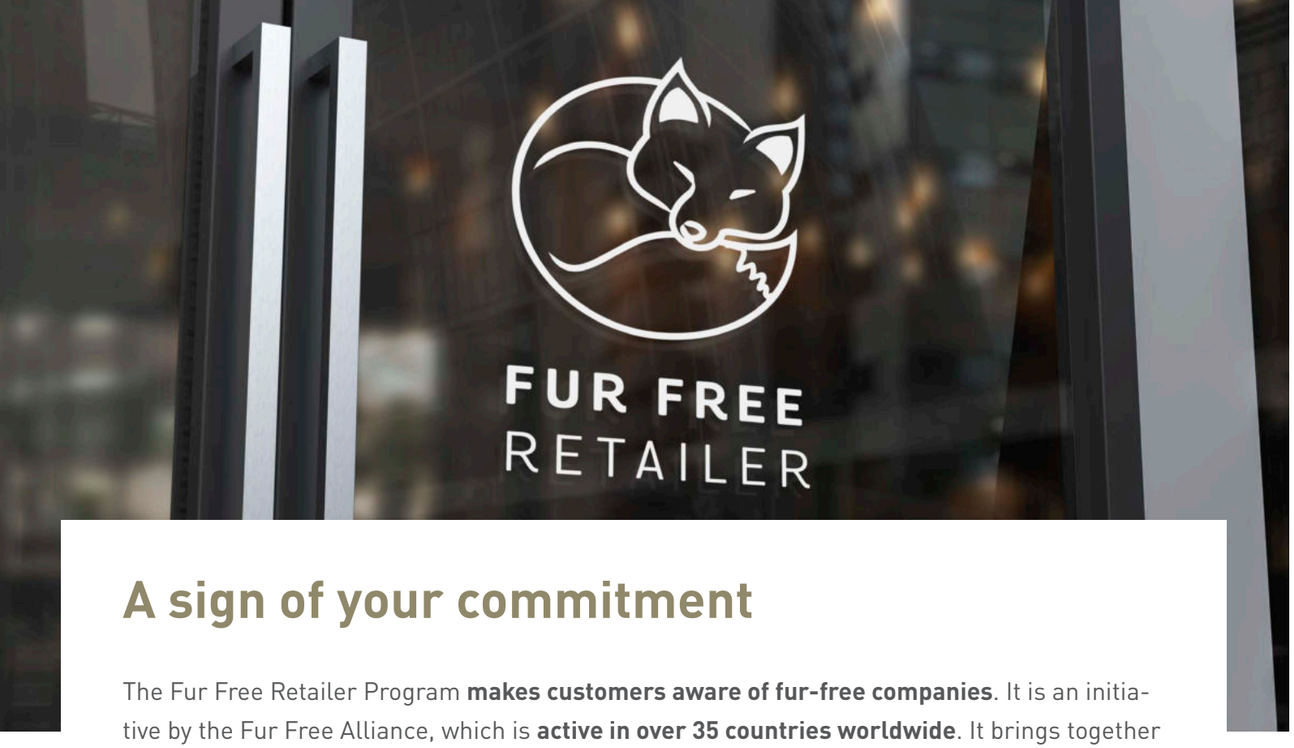
Get involved

Show your commitment to sustainability and animal welfare.

Today’s consumers want sustainable and ethical fashion that no animal has to suffer for.

In addition to human rights and environmental protection, **animal welfare is a crucial component of corporate social responsibility**. When it comes to criticism and rejection of animal materials, fur plays a prominent role.



A sign of your commitment

The Fur Free Retailer Program **makes customers aware of fur-free companies**. It is an initiative by the Fur Free Alliance, which is **active in over 35 countries worldwide**. It brings together more than 55 leading animal welfare and environmental protection organisations with millions of supporters.

By actively choosing to go fur-free, you will be sending a **clear signal that you support sustainability and animal welfare**. The Fur Free Retailer logo gives consumers the confidence that **items bought from your store are guaranteed to be fur free**. This is critical right now in Australia following recent exposés of real fur mislabelled as faux fur and sold to Australian consumers. The international Fur Free Retailer Program will help raise your **market profile as a responsibly minded business**. Joining the programme is **free of charge and not legally binding**.

How you benefit

- a clear signal of support for sustainability and animal welfare
- get noticed by an expanding target group: ethically concerned customers
- beneficial impact on your company's image
- mention of your company on the international website furfreeretailer.com and the FOUR PAWS communication channels
- information and advertising materials, e.g. Fur Free Retailer logo files for your own usage and information flyers from FOUR PAWS
- our in-depth expertise on the topic of fur when dealing with specific customer queries
- avoid PR pitfalls associated with real fur, such as incorrect labelling or animal welfare scandals
- FOUR PAWS is also happy to support you in the creation or further development of your own animal welfare guidelines.

Become part of a massive initiative of over 1,500 companies worldwide.

adidas
MANGO
PRADA
GUCCI
ESPRIT
YOOX NET-A-PORTER GROUP
asos
CLOSED
Marc O'Polo
MARCCAIN
NAPAPIJRI
COUNTRY ROAD
LACOSTE
THE NORTH FACE
MICHAEL KORS
ZARA
H&M

3

Communication

Reach an expanding target group: ethically concerned customers.

THE DEMAND FOR ETHICAL PRODUCTS WILL CONTINUE TO GROW

The shift toward animal-friendly business practices will only continue to gain momentum as more countries ban fur production and cities and countries ban fur sales and imports. Brands and retailers meeting the demand for cruelty-free and eco-friendly products will drive innovations and sales to a better, fur-free future.

Showing your commitment

After successfully joining, you can use the Fur Free Retailer logo for your communication purposes as you please.

Online shop / Digital communications

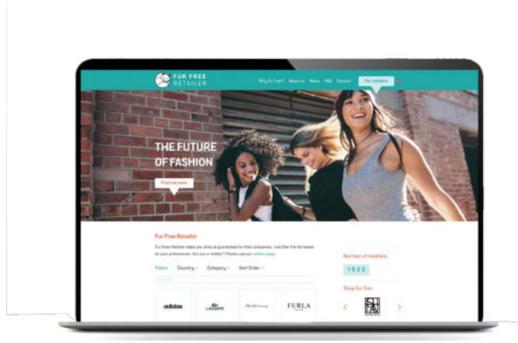
- mentions in the customer newsletter, on the website, in info banners, in the annual report etc.
- Fur Free Retailer logo overlay for faux-fur products
- promotion via social media
- information material in goods shipments

Point of sale / In-store

- Fur Free Retailer logo on labels, info post-cards, flyers in the checkout area as well as door and window stickers

Media / PR

- listing on the Fur Free Retailer website
- mentions on social media channels of Fur Free Retailer and FOUR PAWS
- opportunities for joint PR activities and much more

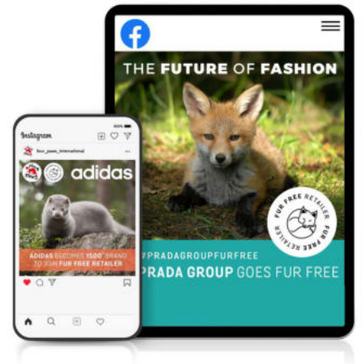


FUR FREE RETAILER WEBSITE

FUR FREE RETAILER

POINT OF SALE

SOCIAL MEDIA



Your point of contact

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 by Heli Dungler and friends in Vienna in 1988, the organisation focuses on companion animals including stray dogs and cats, farm animals and wild animals kept in inappropriate conditions as well as in disaster and conflict zones. With sustainable campaigns and projects, such as its own sanctuaries, FOUR PAWS provides rapid help and long-term protection for suffering animals.

FOUR PAWS is the official representative of the Fur Free Retailer Program in Australia, Austria, Bulgaria, Germany, South Africa, and the USA.

Want to get involved? Get in touch!

FOUR PAWS Australia

GPO Box 2845 | Sydney NSW 2001

Australia

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email: enquiries@four-paws.org.au

www.four-paws.org.au

www.furfreeretailer.com

Animal Welfare.
Worldwide.

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