

FAUX PAWS

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EXOTIC FEATHERS

*Exposing the truth behind
the fashion trend*

THIS EXOTIC INDUSTRY IS
RUFFLING FEATHERS

Wear it Kind

Animal Welfare.
Worldwide.



Did you know?



More than 1.6 million ostriches are killed for feathers, meat and leather each year.



The lifespan of a farmed ostrich is just 13 months compared to up to 40 years in the wild.



Farming of ostriches and peacocks is often unregulated, meaning the industry decides how to keep and handle their animals.



Undercover investigations on farms show repeated animal welfare violations and extreme suffering.



Ostriches can catch avian flu and outbreaks are common on farms, posing a risk to farm workers and wild birds.



Conservation concerns

- Sourcing peacock feathers for fashion can drive the illegal trade in feathers.
- In India, peacocks are poached from the wild for their feathers to meet market demand.
- Hong Kong exported 26,300 feathers from wild-caught birds in 2020.





Companies that have ditched exotic feathers

ASOS

Topshop

STELLA MCCARTNEY



What's the solution?

- Brands must replace exotic feathers with animal-free alternatives.
- They must also be transparent in their use of animal derived materials, and their timeframe for improvements.
- Innovative products such as ETHICAL PLUMES™ mimic the look and feel of ostrich feathers but are made from a natural fibre mix of rayon strands.
- Consumers must make sure they're only buying faux feather products and support brands that choose animal-friendly alternatives.

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