January 2024

1 103

EXOTIC FEATHERS

Exposing the truth behind the fashion trend

THIS EXOTIC INDUSTRY IS RUFFLING FEATHERS



Wear it Kind

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.

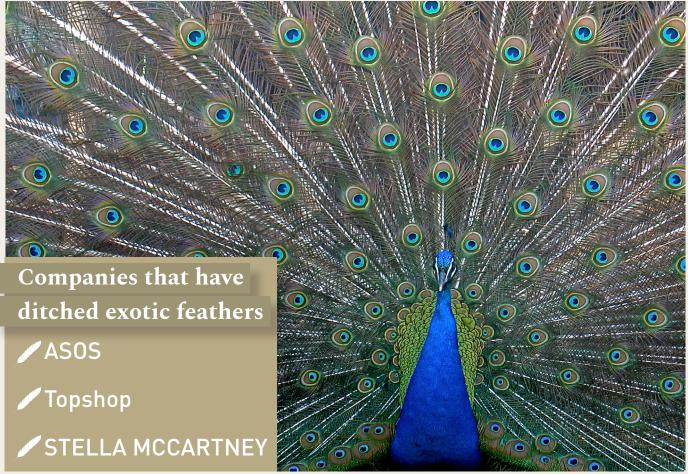
Ostriches can catch avian flu and outbreaks are common on farms, posing a risk to farm workers and wild birds.







- 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.





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.

Image credits © FOUR PAWS Christof Zurschmiede © FOUR PAWS © PFOTENHILFE Andreas Schultz © Blue District