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The 'Wear It Kind' Brand Directory

In August 2024, FOUR PAWS will launch a new Wear It Kind (WIK) Brand Directory. The Directory is a digital database that will allow consumers to better understand fashion brand commitments and progress across four key animal welfare areas within their fashion supply chains. The four animal welfare areas are fur use, avoidance of live lamb cutting (also known as mulesing in wool) and live plucking (down), and reduced use of animal-derived materials (ADMs).

The main goal of the Directory is to help consumers understand how fashion brands perform across FOUR PAWS' priority animal welfare areas concerning animals used for fashion, and to encourage and highlight brand action. The Directory does not provide an overall brand ranking and does not consider a brand's entire animal use. However, by increasing transparency and measuring progress across key areas, FOUR PAWS can support brands to achieve targeted lasting change for animals on the ground.

How does the Directory impact my brand?

Using only publicly available information, FOUR PAWS will rate fashion brands against a set of traffic light indicators across the four animal welfare areas. Prior to the launch of the Directory, we will prioritise fashion brands already recognised in our Brands Against Mulesing List, or signatories to our Brand Letter of Intent against live lamb cutting (also known as mulesing). Additionally, we will **prioritise any brands with a reduction commitment announced or published by June 2024**. Once live, new commitments and new fashion brands can be updated to the directory on a monthly rolling basis.

How were the Directory categories defined?

FOUR PAWS has utilised a risk mitigation approach and considered the level of action, to identify how brands should be rated across the indicators. We identified options from lowest risk and highest level of action or ambition, as listed in the dark green categories to the reverse, as listed in the red category. The lowest risk option is not to use ADMs, or second to this, it is to ensure that the supply chain has adequate measures in place to mitigate the specific practice. For live plucking, we require enhanced measures than for live lamb cutting, due to several issues regarding potential breaches within certified down supply chains. We also considered reported actual usage versus commitments and placed these levels of progress and action accordingly. While we consider usage of recycled animal-derived materials to be of lower risk than virgin materials using next-gen and animal-free materials lowers animal welfare risk further.

Why reduce ADM use?

Reduced ADM use is not only a critical step to addressing fashion's carbon footprint and our climate crisis. It's also a preventive measure of future pandemics and crucial to achieving excellent standards of animal welfare worldwide. For more on the environmental and animal welfare impacts of using ADMs, check out our Taming Fashion report series found on our [industry resources page](#).

How can my brand be added to the Brand Directory?

If your brand would like to publish a new commitment in one or more of our animal welfare areas, please contact us via wearitkind@four-paws.org. This will allow us to support you with relevant information and



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advice, and to celebrate your progress at the time of your announcement. To understand how your brand is likely to rate, please see the below summary of our directory indicators.

Summary of WIK Brand Directory categories and indicators

Indicators			
Fur use	From the animal welfare and public health risks to the environmental damage in production, fur use undermines a sustainable fashion future.		
	Brand discloses it is fur free and is signed to the Fur Free Retailer.	Brand discloses it is fur free but is yet to join the Fur Free Retailer.	Brand sells fur but has disclosed a timebound commitment to end fur use. Brand appears to be fur free but does not address fur use and is not a Fur Free Retailer.
			Brand sells fur and has not disclosed a timebound commitment to end fur use.
Indicators			
Avoidance of live lamb cutting (also known as mulesing)	Live lamb cutting (also known as mulesing) is outdated and unnecessary. Genetic solutions exist to end this painful practice, but brands must stop purchasing this wool to accelerate grower transition.		
	Brand discloses that it does not use virgin sheep wool.	Brand commits to replace all virgin wool with 100% certified recycled wool by a set date.	Brand commits to live lamb cutting free wool but for less than 100% target.
	Brand discloses that it uses 100% certified live lamb cutting free wool.	Brand commits to phase out live lamb cutting wool by latest 2030.	Brand uses other ADM types e.g. leather but does not address wool use.
	Brand discloses that it uses 100% certified recycled wool.	Brand commits to at least 50% reduction target for wool use (virgin and recycled) by a set date.	Brand commits to live lamb cutting free wool but does not specify end date nor certifications used.
	Brand commits to 100% reduction target for wool (with the plan to avoid virgin and recycled wool) use by a set date.	Brand discloses that most of their wool is live lamb cutting free. Brand does not sell items typically using wool and appears not to use wool but does not explicitly state this.	Brand states position against live lamb cutting only.
			Brand makes products that could contain wool but does not address live lamb cutting.
			Brand does not publicly address mulesing.
			No evidence brand takes steps to rule out mulesing.



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Indicators				
Avoidance of live plucking	Live plucking remains prevalent due to animal-derived down being a lucrative co-product. The surest way to avoid the risks of live plucking is to avoid its use altogether.			
	Brand discloses that it does not use down.	Brand commits to replace all virgin down with 100% certified recycled down by a set date.	Brand uses 100% certified virgin down, or a combination of certified virgin and recycled down. <i>*Due to numerous reports of breeches in certified down supply chains, FOUR PAWS encourages brands to go beyond relying solely on mainstream certification schemes.</i>	Brand uses down but does not disclose it is committed to ruling out live plucking in its supply chains.
	Brand commits to 100% reduction target for down (with the plan to avoid virgin and recycled down) use by a set date.	Brand commits to at least 50% reduction target for down use (virgin and recycled) by a set date.	Brand uses other ADM types e.g. leather but does not address down use.	Brand makes products that could contain down but does not disclose whether they use down.
	Brand discloses that it uses 100% certified recycled down.	Brand commits to only use certified virgin down that can be traced to parent farm by a set date.		
	Brand discloses efforts beyond certification, including tracing to parent farms and enhanced auditing protocols.	Brand does not sell items typically using down and appears not to use down but has not explicitly stated their non-use of down.		
Indicators				
Reduction	Fewer animals farmed to excellent welfare worldwide uplifts animals, people, planet.			
	Brand discloses ADM use and specifies reduction target in % or volume by set date for one or more materials (not to be replaced by another ADM), or a reduction target overall.	Brand invests in next-gen material development. Brand discloses their use of a next-gen material, or it is easily found in two or more products.	Brand uses recycled ADMs for at least a portion of their collections. Brand communicates a desire to explore, begin, or increase use of next-gen materials.	Brand does not disclose any commitment to, nor desire for reduced ADM use. No evidence brand has taken any steps to reduce ADM use.



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FOUR PAWS is committed to a transparent and accountable fashion industry. Therefore, all brand information considered for the above categories and indicators must be verifiable by publicly available sources. In addition to our target issues, FOUR PAWS encourages brands to take responsibility for the welfare of all animals used in their supply chains and welcomes the opportunity to provide advice to brands on how to achieve this goal. You can reach out to the Wear it Kind team at any time for advice and additional questions via wearitkind@four-paws.org.

Last Update: May 2024.

Disclaimer: The Brand Directory was developed by FOUR PAWS using publicly available information retrieved on the dates listed. The ratings given are calculated on the basis of this ratings guide. FOUR PAWS has taken reasonable care to ensure that the information contained in the Directory is accurate and obtained from sources FOUR PAWS believes to be reliable. However, FOUR PAWS makes no guarantee as to the accuracy or completeness of this information. FOUR PAWS takes no responsibility as to the further usage of the Brand Directory.