

How to Wear it Kind



Choose kind, long-lasting and sustainable fashion. Or choose pre-loved



Reduce and think carefully about animal-based fashion choices.



Support brands that care, and call on brands to protect animals



Seek products made from recycled materials, or plant based leathers and fabrics.

If you are considering buying animal-based fashion:



Only buy fashion made with certified mulesed-free wool.



Only buy certified down products from ducks and geese who haven't suffered live plucking or force feeding.



Say **NO** to fur from any animal. Animals shouldn't die for a fur coat.



Avoid leather. Standards of animal care are not traceable, and leather isn't always a by-product. Say **NO** to leather from any wild animal.