

# Wear it Kind

We need more compassion in fashion

Millions of animals are suffering in the name of fashion. Every item we buy is a chance to wear our values and speak up for animals in need.

Together, we can drive an animal-friendly fashion future.

Pledge to **#WearitKind** today at **wearitkind.org**



Wear it Kind



## How to Wear it Kind



Choose kind, long-lasting and sustainable fashion. Or choose pre-loved (second-hand) purchases.



**Say NO to fur from any animal.**  
No animal should die for a fur coat or fur trim.



Choose sustainable alternatives to down feathers such as recycled polyester or Flocus products.



Look for alternatives such as recycled polyester/acrylic or organic cotton. **Always avoid mulesed Merino wool.**



Avoid leather and try sustainable, animal-friendly alternatives such as piñatex and cork.



Reduce animal-based fashion choices as much as possible and support brands that care about animals.

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