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.**

The tips above are to help you start your journey to wearing it kind, for more info head to wearitkind.org

#WearItKind

Wear it Kind