

COMMERCE

Moncler investigates down suppliers following animal mistreatment claims

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Moncler Longue Saison Cuir jacket

By STAFF REPORTS

Italian outerwear label Moncler is performing an audit on its suppliers in the wake of criticism of its down production.

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In 2014, an Italian documentary show claimed to expose mistreatment of geese at a plant in Hungary that provides down for the brand's jackets. While Moncler has denied any wrongdoing, [Reuters](#) reports that Moncler is launching an external review of its providers to ensure its supply chain is clean.

Taking action

The show, which aired on the station RAI, showed footage of geese being injured by plucking methods. However, the brand responded to the allegations, assuring that its down suppliers comply with principles outlined by the European Down and Feather Association ([see story](#)).

Moncler has now hired inspectors from Control Union to check on its producers' methods. Under Moncler's contract with its suppliers, they are not allowed to pluck geese while they are still alive or to force feed the birds.

The brand reports that a total of 120 audits were conducted in 2015.



Moncler fall/winter 2015 ad campaign

Luxury brands are a popular target of anti animal-cruelty campaigns.

The People for the Ethical Treatment of Animals recently singled out Italy's Prada and France's Herms for the unethical treatment of ostriches.

Ostrich leather, an exotic skin known for its polka dot pattern where the bird's feathers once grew, is commonly used by leather goods brands. PETA's investigative report, posted to YouTube, shows the mistreatment of ostriches for the benefit of luxury brands ([see story](#)).

How brands respond to these allegations can have a major impact on public opinion. Moncler's actions will likely help the brand gain favor with consumers.

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