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YNAP adopts fur-free policy as sustainability focus grows

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Net-A-Porter campaign

By STAFF REPORTS

Online retail company Yoox Net-A-Porter Group is ceasing the sale of all merchandise containing animal fur on its multi-brand sites.

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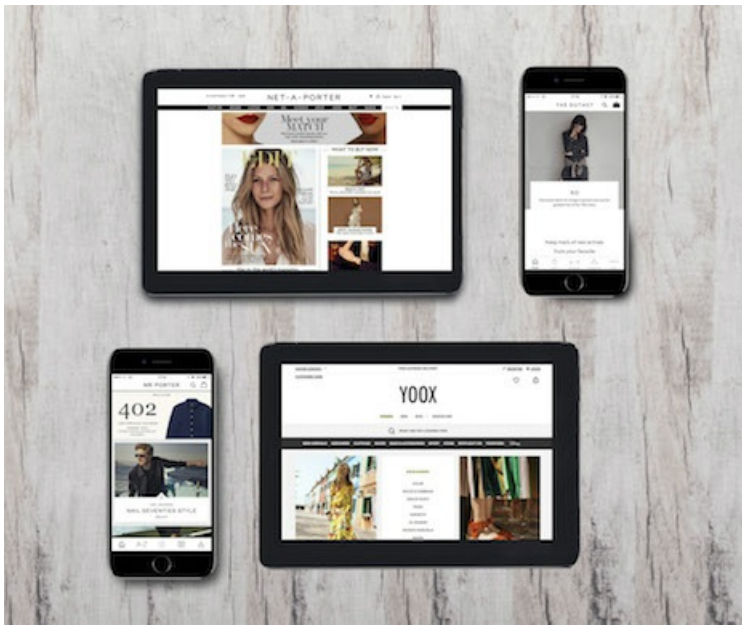
The new policy, which impacts Net-A-Porter, Mr Porter, Yoox and The Outnet, will also include partnerships with organizations including The Humane Society of the United States (HSUS), Humane Society International (HSI) and Lega Anti Vivisezione (LAV). Sustainability is becoming more imperative for retailers as consumers seek brands whose values reflect their own.

Fur free fashion

As part of its promise, YNAP signed onto the Fur Free Alliance's Fur Free Retailer Program. The retail group will also work with animal rights organizations to stay well-informed of topics such as fur and ethical sourcing.

Earlier this year, YNAP set its sight on luxury retail's future by voicing its responsibility and the opportunity its business has to empower and create a more sustainable tomorrow.

To bring its future vision to fruition, Yoox Net-A-Porter Group plans to lead by example by sharing its knowledge and making innovative headways in the luxury retail sector. Across the luxury landscape brands have been increasingly transparent regarding employee benefits, manufacturing processes and other corporate social responsibility touchpoints to demonstrate the industry's pioneering nature ([see story](#)).



Yoox Net-A-Porter's platforms. Image courtesy of YNAP

"The group started its journey towards creating a sustainable future back in 2009 with the launch of Yooxygen, the pioneering Yoox's destination for social and environmental responsible brands," said Matteo James Moroni, head of sustainability at YNAP, in a statement. "Since then we have made great steps, yet there is still much more to do and we remain more focused than ever on our commitment to create a sustainable future.

"We have a strong sense of responsibility and recognize the importance of making a positive contribution to society," he said. "With a range of initiatives, partnerships and innovations, our goal is to act as an industry-wide catalyst for change."

YNAP's commitment follows in the footsteps of other luxury brands which have eschewed fur.

Kering-owned label Stella McCartney is known for its vegetarian positioning, opting out of using leather, skins, fur or feathers in its designs.

Also, last March Italian fashion house Giorgio Armani pledged that going forward its collections will be 100 percent fur-free.

The brand has made a no-fur promise from the fall/winter 2016 collection onwards, with the policy being applied to its Giorgio Armani, Armani Priv and Emporio Armani lines. Alongside a want for brand transparency, today's consumers are also looking for labels with ethical business practices regarding the sourcing and use of raw materials such as leathers, exotic skins and furs ([see story](#)).