

APPAREL AND ACCESSORIES

## Michael Kors, Jimmy Choo opt out of fur

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*Michael Kors is breaking from using real fur. Image credit: Michael Kors*

By STAFF REPORTS

Fashion group Michael Kors Holdings is the latest luxury player to eschew fur in favor of faux alternatives.

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The company, which includes the brands Michael Kors and Jimmy Choo, has announced it will be phasing out the use of fur in its collections, eliminating it by December 2018. While fur was once ubiquitous among designer labels, a growing number of brands are choosing to forego it as animal rights and sustainability become increasing concerns.

"I am pleased to announce our company's commitment to no longer use animal fur in our Michael Kors and Jimmy Choo collections," said John D. Idol, chairman and CEO of Michael Kors Holdings, in a statement. "This decision marks a new chapter as our company continues to evolve its use of innovative materials."

Fur real

While some labels such as Stella McCartney have been fur-free for a long time, more designers are embracing faux fur as material technology improves.

"Due to technological advances in fabrications, we now have the ability to create a luxe aesthetic using non-animal fur," said designer Michael Kors. "We will showcase these new techniques in our upcoming runway show in February."



*Jimmy Choo has also committed to being fur-free. Image credit: Jimmy Choo*

Michael Kors has joined Armani, retail group Yoox Net-A-Porter and Gucci in eliminating fur ([see story](#)). However, while this move is growing in popularity, the Fur Information Council of America noted that it is far from the norm.

In a response to Michael Kors' announcement, the trade group argued that fur is still prominent in fashion, with 70 percent of major designers used fur in their fall/winter 2017 collections.

"Designers are always changing their product mix, that's the nature of the fashion industry," said Keith Kaplan, spokesman for the Fur Information Council of America, in a statement. "But, in the pre-fall 2018 showings currently underway, fur continues to maintain a major presence across designer collections. Why? Because of a transparent supply chain and innovative new techniques in fur processing and production which allow designers a breadth of creative possibilities unmatched by any other textile.

"Fur is now being used in an unprecedented range of new techniques, and the trend to smaller pieces, trimmings and accessories, is making fur even more accessible to younger consumers than we have ever seen," he said.

"Designers and consumers also recognize the value of fur as a natural and sustainable product, as well as the artisanal craft skills that make each fur piece unique. The natural, sustainable and artisanal qualities of fur are especially important as consumers become more aware of the environmental and social costs of mass-produced fast fashion."

While fur seems on its way out, nothing ever truly disappears and for luxury consumers who are used to having every want and need satisfied with enough money, they will still be able to find fur if they want. Instead of fur completely disappearing, it is more likely that the process surrounding the acquisition of furs will transform to meet modern standards ([see story](#)).