

APPAREL AND ACCESSORIES

## Furla joins fur-free fashion movement

March 14, 2018



*Furla's Metropolis Nuvo la in eco-fur. Image credit: Furla*

By STAFF REPORTS

Italian handbag label Furla will be stopping the use of animal fur in its collections.

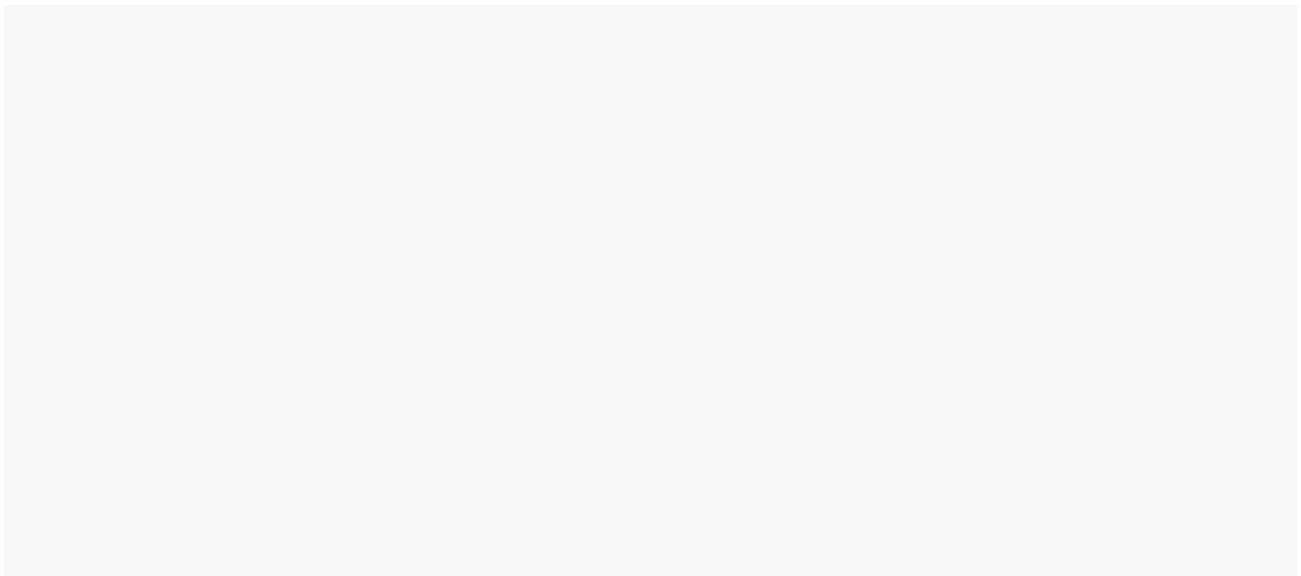
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Starting from the cruise 2019 season, the brand will opt for a faux alternative to real fur. Furla joins a growing list of luxury labels that have eschewed fur, as consumer calls for sustainability and animal welfare increase.

### Fur-free Furla

According to Furla, the technical advances in faux fur have rendered the use of real fur unnecessary.

The brand's upcoming cruise 2019 collection, which will be in stores starting in November, will be the first produced entirely with eco-fur.





Furla goes "Fur-Free". Starting with the Cruise 19 season - available in stores from November 2018 - all our products will be #furlafurfree.

A post shared by FURLA (@furla) on Mar 14, 2018 at 6:09am PDT

"Over the course of the last year, Furla has seen an exponential growth on an international level," said Alberto Camerlengo, CEO of the Furla Group, in a statement.

"The decision to progressively ban the use of animal fur from the collections is a project that confirms the brand's growing interest in the environment, with a special attention to animals, a sensitive theme for Furla," he said. "Moreover, this decision responds to an increasing demand of ethical products from a consumer, who is increasingly aware and attentive to these issues."

Pressure from consumers and from animal rights groups including People for the Ethical Treatment of Animals (PETA) have pushed many brands to eliminate fur from their designs.

Prior to Furla, brands including Gucci, Armani, Michael Kors and Jimmy Choo opted out of fur. Retailers Yoox Net-A-Porter Group and Rent the Runway have also made pledges not to carry real fur.

For decades, exotic furs were one of the highest marks of luxury, but in recent months some of fashion's biggest names have announced they will no longer use animal pelts in their designs. Despite a broader industry shift toward more ethical and sustainable manufacturing practices, fur, as with any old habit, may just die hard ([see story](#)).

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