

APPAREL AND ACCESSORIES

PETA targets Prada over use of animal skins

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Prada spring/summer 2017 campaign image. Image credit: Prada

By STAFF REPORTS

People for the Ethical Treatment of Animals is planning to raise attention for its platform at Italian fashion group Prada's shareholders meeting on April 27.

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The animal rights organization is criticizing the company for its use of ostrich, snake, alligator and crocodile skins. At the meeting, a PETA representative intends to confront Prada executives about the group's treatment of animals.

PETA takes on Prada

Ahead of the meeting, PETA U.K. staged a protest outside of Prada's store. A woman painted to look like a snake held a sign that read "Prada: Shed the Cruelty."

"Prada knows full well that animals are hacked apart and skinned alive for its crocodile shoes and snakeskin handbags," said Tracy Reiman, executive vice president of PETA, in a statement. "PETA is calling on the company to stop profiting from animals' miserable lives and painful deaths by ending sales of exotic skins in favor of fabulous, innovative and luxurious vegan materials."



PETA staged a demonstration outside of Prada's store. Image credit: PETA

PETA has targeted a number of luxury labels over their use of animal skins and furs.

In opposition to its use of exotic leathers, PETA purchased stock in French luxury conglomerate Mot Hennessy Louis Vuitton last year.

PETA's decision to buy stock in LVMH comes after it the animal rights organization released a film expos on the cruelty inflicted on crocodiles to harvest their skins for leather goods such as handbags and footwear. Through its stake holding, PETA hopes that it can push LVMH to end exotic-skin sales from within the corporation ([see story](#)).

This is not the first time PETA has called out Prada. The group singled out Prada and France's Herms for the unethical treatment of ostriches in 2016.

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 latest investigative report, posted to YouTube, shows the mistreatment of ostriches for the benefit of luxury brands ([see story](#)).



PETA has previously protested Prada. Image credit: PETA

At last year's Prada shareholders meeting, PETA staged a protest led by singer Daniela Martani, who wore an "ostrich corpse" dress. The activist organization has also demonstrated outside a number of Prada boutiques since its 2016 expos.

3 thoughts on "PETA targets Prada over use of animal skins"

1. Lucy Post says:

[April 27, 2018 at 2:49 pm](#)

At a time when top designers and major fashion labels are moving away from fur and animals' skins, it's baffling that Prada is still making shoes and bags from the bodies of ostriches whose throats are sliced open and crocodiles who are skinned alive. Truly innovative designers create looks that kill—without killing anyone.

2. Allison Cares says:

[April 27, 2018 at 2:57 pm](#)

No animal, whether exotic or not, should be used to make handbags, shoes, or any other "fashionable" item. With countless vegan alternatives available today, there is no reason why animals should be needlessly slaughtered. Let's stop this massacre on animals and turn a new page in the fashion industry by making fashion vegan.

3. Heather says:

[April 29, 2018 at 10:25 pm](#)

I don't wear animal skins. It's cruel and unnecessary. There are tons of vegan options available. Compassion never goes out of fashion.

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