

RETAIL

Barneys New York discontinues use of live butterflies after PETA request

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Barneys New York's latest Drop event happened in LA. Image credit: Barneys New York

By STAFF REPORTS

After a request from the People for the Ethical Treatment of Animals, Barneys New York has agreed to suspend the use of live butterflies in any future displays.

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A recent installation from the retailer had involved the use of living butterflies fluttering around the display and interacting with customers. However, after a plea from PETA pointing out that such displays often lead to the deaths of many of those butterflies, the store has discontinued any future use of live animals in displays.

"PETA frequently hears from horrified guests at weddings and other events where live-butterfly displays have ended in the insects' deaths," said Tracy Reiman, executive vice president of PETA, in a statement to [Women's Wear Daily](#). "By banning butterflies and all other live animals from its events, Barneys New York is setting an example of compassion for all retailers to follow."

Live butterflies

Last month as part of the Drop @ Barneys event in Los Angeles, the retailer included live butterflies in the display.

Customers were invited to get up close with butterflies and were encouraged to touch them and interact with them.

However, PETA objected to the inclusion of butterflies in the display, saying that oftentimes butterflies such as these are shipped in packages or flat envelopes and the insects frequently die en route to their destination.

Additionally, butterflies in displays such as these often do not survive the encounter.



The Drop @ Barneys New York in Los Angeles. Image credit: Barneys New York

While Barneys has not issued an official statement, PETA has said that the retailer responded to its letter confirming that they would not use butterflies in the future.

Barneys New York mixed shopping, entertainment and experience by hosting the second iteration of its annual thedropLA@barneys in May.

Similar to last year, the event featured capsules and surprise appearances from hot designers of the day who may drop unannounced new collections. ThedropLA@barneys is hosted in collaboration between Barneys and Highsnobiety, an online publication dedicated to fashion and streetwear ([see story](#)).

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