

APPAREL AND ACCESSORIES

Movement to ban fur grows stronger with Prada

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Prada is one of the many fashion to make a pledge to ban fur. Image credit: Prada

By STAFF REPORTS

Italian fashion group Prada is the latest brand to commit to a fur-free pledge in collaboration with the Fur Free Alliance.

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The women's 2020 spring and summer collections will start under the fur-free pledge, with existing fur inventory available until it is all sold. The group explains that its move is meant to coincide with its socially conscious ideology and will push its labels to be more creative in their designs.

Fur free movement

Prada says that while it will cease the use of fur, where animals are killed for the sole purpose of their fur, it will still use leather, a by-product of the meat industry.

The group will not produce any new items using fur but will sell of remaining items, and will no longer purchase any quantity of raw fur.

"The Prada Group is committed to innovation and social responsibility, and our fur-free policy reached following a positive dialogue with the Fur Free Alliance, in particular with LAV and the Humane Society of the United States is an extension of that engagement," said Miuccia Prada in a statement. "Focusing on innovative materials will allow the company to explore new boundaries of creative design while meeting the demand for ethical products."

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As part of the #PradaGroup, #Prada has announced, in collaboration with the #FurFreeAlliance, that it will no longer use animal fur in its designs or new products, starting with #PradaSS20 Women's collections.
#PradaGroupFurFree #FurFreeRetailer #FutureofFashion #FurFree @lav_italia @humanesociety @FurFreeRetailer

A post shared by Prada (@prada) on May 22, 2019 at 6:01am PDT

Italian handbag label Furla also announced it will stop the use of animal fur in its collections.

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 ([see story](#)).

Other major players who have stopped selling or using fur include Gucci, retailer YNAP, DVF, Jean Paul Gaultier and more.

"The Prada Group's decision to go fur-free is consistent with the new concept of ethical luxury and meets the expectations of new consumers who are more careful in choosing sustainable products that respect the environment and animals," said Simone Pavesi, manager of the Animal Free Fashion Area for LAV, in a statement.

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