

APPAREL AND ACCESSORIES

International Fur Federation continues fight for relevance with documentary

May 31, 2019



The debate over sustainable fashion continues. Image credit: Blackglama

By STAFF REPORTS

As the luxury fashion industry's banning of fur grows, The International Fur Federation is determined to keep its business alive with a documentary said to dispel myths.

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The federation has hired a team of lawyers and media consultants to look into how the anti-fur movement has grown. The organization believes a video from 2009 revealing a raccoon being skinned alive for its fur is the source of the movement's momentum.

Anti fur grows

While the International Fur Federation insists animals are not skinned alive for their pelts, a multitude of well-known fashion brands are famously denouncing the use of fur in their designs. The federation thinks that the industry is turning away from fur because many people believe animals are allegedly skinned alive.

The team of investigators hired by the federation claims it has found evidence that the 2009 video was a stunt.

In addition to the investigation, the federation has released a short documentary on digital channels to spread word of its alleged findings.

Retired British senior producer for ITV news produced the film.

IFF releases documentary to dispel what it believes are false claims

"We have endured 13 years of smears against our industry but we have hopefully ended this now," said Mark Oaten, CEO of IFF, in a statement. "Our industry is no longer prepared to sit back and allow these fanatics to march into the boardrooms of designers and bring prejudice to our business."

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

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 ([see story](#)).

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