

RETAIL

Macy's, Bloomingdale's pledge to forgo fur

October 22, 2019



Macy's Fur Vault. Image credit: Macy's

By STAFF REPORTS

Department store chain Bloomingdale's parent company Macy's Inc. has become the latest retailer to phase out fur.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

By the end of the 2020 fiscal year, which will wrap in 2021, the group's full line and outlet stores will stop selling fur products from private label brands and wholesale partners. Macy's follows a number of other retailers including Yoox Net-A-Porter Group and Selfridges in making a fur-free move.

"Over the past two years, we have been closely following consumer and brand trends, listening to our customers and researching alternatives to fur," said Jeff Gennette, chairman/CEO of Macy's, Inc., in a statement. "We've listened to our colleagues, including direct feedback from our Go Green Employee Resource Group, and we have met regularly on this topic with the Humane Society of the United States and other NGOs.

"Macy's private brands are already fur-free, so expanding this practice across all Macy's, Inc. is the natural next step," he said. "We are proud to partner with the Humane Society of the United States in our commitment to ending the sale of fur.

"We remain committed to providing great fashion and value to our customers, and we will continue to offer high-quality and fashionable faux-fur alternatives."

Fur free

As part of the move away from fur, Macy's will be closing all of its Fur Vaults and salons. In addition to selling furs, Macy's vaults have offered services such as cleaning, restyling and storage.

Along with labels that specialize in fur, this will impact companies that use animal-derived fur trim, such as Canada Goose and Mackage.

Macy's made its commitment in partnership with the Humane Society.

"We applaud Macy's, Inc.'s forward-thinking and principled decision to end the sale of fur by the end of fiscal 2020," said Kitty Block, president/CEO of the Humane Society of the United States, in a statement. "This announcement is consistent with the views of countless consumers in the marketplace, and other retailers should follow.

"With so many designers, major cities and now a state taking a stand against the sale of fur, we're that much closer to ending this unnecessary and inhumane practice," she said.

This move from Macy's comes just days after California passed a law banning the sale of fur across the entire state. Signed into law on Oct. 12 by Governor Gavin Newsom, it prohibits the production and retail of new fur from 2023.

California's law does not apply to secondhand fur.

Last year, Los Angeles became the biggest city in the country to ban fur sales, and legislation has been introduced in New York to potentially institute a similar ban ([see story](#)).

While animal rights groups are responding positively to Macy's announcement, with PETA calling it a "victory," fur trade organizations are speaking out against the retailer's move.

[View this post on Instagram](#)

VICTORY! After decades of massive pressure from PETA & activists, the largest US department store @Macys, just announced it will stop selling fur! So many animals will be saved by its fur vault staying vaulted forever! Tap the link in our profile to learn more: <http://peta.vg/2mfb> #Animals #AnimalRights #Macys #FurIsDead #FurFree #FurBan #Vegan #GoVegan #WearVegan #Veg #GoVeg #CrueltyFree #Veganism #EndSpeciesism #PETA

A post shared by PETA (@peta) on Oct 21, 2019 at 3:25pm PDT

Instagram post from PETA

"We are disheartened to hear the news that Macy's Inc. will no longer be offering their customers the freedom to choose naturally sustainable fur based on their own personal compass," said Keith Kaplan, director of

communications at the Fur Information Council of America, in a statement. "This is unfortunately another example of a venerated brand being pressured into the false narrative about fake or faux fur, as a more viable option for their customers.

"Regardless of what any retailer or brand wants to say, ultimately savvy customers will be the truest arbiter of what is acceptable and what's not," he said. "Unfortunately, for them, Macy's, Inc. will no longer be able to benefit from customers that understand that fake fur is not and never will be the answer to being environmentally friendly and sustainable.

"Much has been written about the environmental threat of fast-fashion and the damaging effects of micro-fibers released when washing petroleum based fake furs. For the countless consumers who still demand only naturally sustainable fur products, there still remain many traditional retailers who will continue to make the product available in abundance."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.