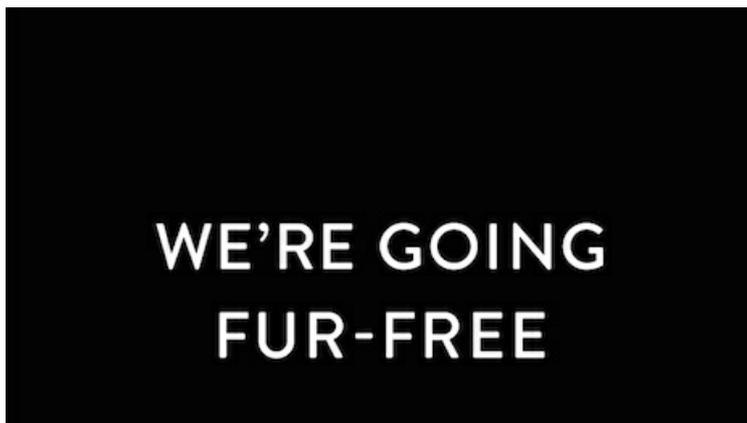


RETAIL

## Nordstrom is first US retailer to ban sales of exotic animal skins, with similar thumbs-down for real fur

September 29, 2020



*Nordstrom is the first U.S. retailer to ban sales of exotic animal skins by end of 2021. It will also ban real fur in its merchandise line up along the same timeframe. Image credit: Nordstrom*

By LUXURY DAILY NEWS SERVICE

Nordstrom Inc. took a major step Sept. 29 with the announcement that the U.S. department store chain will stop selling fur and exotic animal skin merchandise by the end of next year.

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The applies to all Nordstrom, Nordstrom Rack and Last Chance stores as well as the retailer's ecommerce sites Nordstrom.com, Nordstrom.ca, Nordstromrack.com, HauteLook.com and TrunkClub.com. The move would affect sales of winter cuts, hats, handbags, watch straps, footwear, apparel and accessories.

"As part of our ongoing product evolution, we've been working with the Humane Society of the United States and recently made the decision to stop offering products made with genuine fur or exotic animal skin in any of our stores or online," said Teri Bariquit, chief merchandising officer of Seattle-based Nordstrom in a statement.

"Our private label brands haven't used these materials for years, so extending this policy to all the brands we carry is a natural next step for our business," she said.

The decision to stop selling fur and exotic animal skins, made in partnership with the Humane Society of the United States, will affect several luxury brands selling fur coats and bags and footwear made with those materials.



*Looks from Nordstrom's merchandise lineup. Image credit: Nordstrom*

### Comfortable in own skin

**Nordstrom** joins a bevy of retailers and brands to ban real fur, including Prada, Gucci, Prada, Ralph Lauren and, by end of 2021, Macy's and its Bloomingdale's department store chain.

Non-luxury department store giants Sears and J.C. Penney also banned sales of real fur. So has the U.S. state of California, home to some of the most affluent Americans.

"We applaud Nordstrom for ending the sale of fur and becoming the first U.S. based retailer to ban exotic animal skins," said Kitty Block, president/CEO of the Humane Society of the United States, in a statement.

"This is a pivotal step toward a more humane business model and a safer world for animals, sending a clear message that animals should not suffer for the sake of fashion," she said.

"Nordstrom's decision will surely have a ripple effect on other influential fashion leaders."



- non-exotic animal skins converted into leather or which in processing have hair, fleece or fur removed;
  - hair attached to animal skin from a pelt typically used as leather (e.g. shearling or calf hair);
  - materials clipped, shorn or combed from animals (e.g. alpaca, cashmere, wool that is not mulesed); or
  - feathers or down that are not sourced through live plucking.
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