

APPAREL AND ACCESSORIES

Oscar de la Renta latest fashion house to go fur-free

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Oscar de la Renta is going fur free by October. Image credit: Oscar de la Renta

By LUXURY DAILY NEWS SERVICE

U.S. fashion house Oscar de la Renta is officially going fur-free, following the suit of other designers who have taken the ethical pledge.

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Earlier this week, the fashion house informed the Coalition to Abolish the Fur Trade USA that by Oct. 31 2021, it will be fur-free. Oscar de la Renta joins several other brands and retailers in ditching fur, including Neiman Marcus Group, Valentino, Burberry, Balenciaga and more.

"Oscar de la Renta does not use fur in its fashion collections or sell fur in its stores, and will not in the future," the design house said in a statement. "In addition, once the license sell-off period ends, no new products that use fur and bear the Oscar de la Renta trademark will be offered for sale."

Fur-free movement

Fur practices have always been highly contested, attracting criticism from animal rights groups and other environmental and ethical groups.

In announcing Oscar de la Renta's latest move, the [Coalition to Abolish the Fur Trade USA](#) wrote on its website that it had been recently augmenting pressure on the group to abandon their fur practices.

"Coalition to Abolish the Fur Trade made a strategic decision to initiate a campaign against Oscar de la Renta's lead investor and 20 percent owner, GF Capital (the CEO of which also sits on the fashion house's board)," the organization wrote on its website. "GF Capital's Managing Director of Real Estate received two home demonstrations in one day," they said.

"Jonathan Adler, a furniture chain owned by GF Capital, found its stores invaded and chalked."



In June, Neiman Marcus announced it would also be closing its fursalons, which offers services such as storage and cleaning. Image credit: Neiman Marcus

As sustainability remains a top concern among global luxury consumers, increasing numbers of fashion brands and retailers are ceasing the production and distribution of animal materials.

In June, U.S. department store Neiman Marcus committed to eliminating animal fur from its assortment by 2023 through its Animal Welfare Policy, further emphasizing the new standard for fashion and retail.

While bans on fur and exotic leather materials have been scorned by some luxury players, consumer values and demands are rapidly changing, and fur-free is transforming from a movement into a pillar of fashion ([see story](#)).

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