

APPAREL AND ACCESSORIES

Mytheresa goes fur free

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The online retailer has pledged to remove all fur products by the end of 2022. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

After banning exotic skins earlier this year, ecommerce retailer Mytheresa has announced it will be fur free starting spring/summer 2022.

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In November, the retailer will begin phasing out existing inventory of previous seasons, aiming to remove all fur products from its online and physical stores by the end of 2022. Mytheresa developed its animal welfare policy in partnership with the Humane Society of the United States, and in line with guidelines set by the Fur Free Retailer program.

"At Mytheresa, we believe that sustainability is an important part of our future strategy and this view is clearly shared by our customers, partners and employees," said Michael Kliger, CEO of Mytheresa, in a statement. "As we already stopped buying Exotic Skins in Spring/Summer 2021, it was clear that going fur-free is the natural next step for Mytheresa."

Fashion goes fur free

Mytheresa plans to eliminate products made from animals that were raised solely for the purpose of using their fur or those made with fur from wild animals.

However, it will continue to sell products made from leather and sheepskin, as well as cattle fur or "cowhide" and products made from faux fur materials.



Real animal fur may be a trend of the past, as retailers and brands continue eliminating the material from their product offerings. Image credit: Getty

Exotic skins from species including, but not limited to, python, ayers, lizard, alligator, crocodile, ostrich, shark, kangaroo and stingray, have already been removed from Mytheresa's offerings as of spring/summer 2021.

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.

Earlier this month, U.S. fashion house Oscar de la Renta announced it is going fur-free, following the suit of other designers who have taken the ethical pledge ([see story](#)).

In July, U.S. department store Neiman Marcus committed to eliminating animal fur from its assortment by 2023 through its Animal Welfare Policy ([see story](#)), 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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