

SUSTAINABILITY

## Kering says farewell to fur

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*Saint Laurent was one of the last remaining Kering houses still using fur. Image credit: Saint Laurent*

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate Kering has stopped using animal fur, starting from its fall 2022 collections.

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While several Kering labels, starting with Gucci in 2017, have moved away from using fur, this will now apply to all of the group's houses. Kering is the first luxury group to ban fur entirely.

"For many years, Kering has sought to take the lead in sustainability, guided by a vision of luxury that is inseparable from the very highest environmental and social values and standards," said Francois-Henri Pinault, chairman and CEO of **Kering**, in a statement.

"When it comes to animal welfare, our group has always demonstrated its willingness to improve practices within its own supply chain and the luxury sector in general," he said. "The time has now come to take a further step forward by ending the use of fur in all our collections."

### Fur free

Over the last several years, more luxury labels and retailers have begun phasing out animal fur or eschewing it entirely.

In 2017, Gucci became the first Kering brand to publicly make a fur-free pledge. The fashion label sold its remaining fur items in a charity auction benefitting Italian animal rights group LAV and the Humane Society ([see story](#)).



*Gucci was the first Kering brand to disavow fur in 2017. Image credit: Gucci*

Kering set its own animal welfare standards in 2019, covering species throughout its supply chain, such as cattle, sheep and goats. To develop its guidelines, Kering consulted research and legislation and worked with experts including scientists, NGOs, farmers and herders over three years ([see story](#)).

Other luxury players to recently ban fur include U.S. fashion label Oscar de la Renta and online retailer Mytheresa ([see story](#)).

"The world has changed, along with our clients, and luxury naturally needs to adapt to that," Mr. Pinault said.

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