

MEDIA AND PUBLISHING

Elle bans fur from global publications

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Fashion houses have banned fur from their product lines, and now publications are starting to catch on. Image credit: Saint Laurent

By LUXURY DAILY NEWS SERVICE

Hearst's lifestyle and fashion magazine *Elle* has announced it will no longer publish animal fur in any of its 45 global editions as it takes a stand for animal wellbeing.

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Each of *Elle*'s editions signed a charter banning fur from both printed and digital editorial content, including social media. The charter was written in collaboration with the Humane Society of the United States, Humane Society International and Creatives4Change.

Fur ban

According to [NPR](#), 13 editions have already implemented the agreement and 20 more will begin Jan. 1, 2022, while the remaining 12 will begin applying the charter in 2023.



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

In response to the announcement, animal rights organization Peta applauded the publication.

"Peta's years of protesting furriers and persuading the public to shun fur continue to pay off," said Tracy Reiman, executive vice president of Peta, in a statement. "Celebrities, top designers, shoppers and even Queen Elizabeth II

have rejected fur and now, *Elle* has banned it from its pages worldwide.

Ms. Reiman urges *Vogue's* global editor in chief, Anna Wintour, to follow suit.

Over the past several years, a multitude of luxury fashion brands has banned the use of animal fur or skin across their product categories.

In September, French luxury conglomerate Kering made an announcement that all of its brands, which includes Gucci, Bottega Veneta and Balenciaga, would stop using animal furs beginning with their fall 2022 collections ([see story](#)).

Then, most recently, British fashion designer Stella McCartney advocated for an outright fur ban across the industry at the 2021 United Nations Climate Change Conference (COP26) ([see story](#)).

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