

APPAREL AND ACCESSORIES

Dolce & Gabbana latest luxury house to ditch fur

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Faux fur DG sweatshirt from the newest Dolce & Gabbana collection. Image credit: Dolce & Gabbana

By LUXURY DAILY NEWS SERVICE

Italian fashion label Dolce & Gabbana is the latest brand to stop using animal fur, starting with collections this year.

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Luxury's move towards a fur-free future has accelerated in recent months, with Dolce & Gabbana's decision following a similar announcement from French-Italian outerwear brand Moncler earlier this January. Dolce & Gabbana announced the change on social media.

"Dolce & Gabbana is working towards a more sustainable future that can't contemplate the use of animal fur," said Fedele Usai, group communication and marketing officer at [Dolce & Gabbana](#), in a statement.

Sustainable styles

The brand's plan to move away from animal fur is supported by the Humane Society of the United States and Humane Society International. Dolce & Gabbana will also be abiding by guidelines from the Fur Free Alliance.

"We applaud Dolce & Gabbana's decision to stop using animal fur," said PJ Smith, fashion policy director at Humane Society of the United States and Humane Society International, in a statement. "Ending the use of fur creates a higher standard for what is acceptable in fashion, and we're so excited to have Dolce & Gabbana, and so many others, embrace a better, more innovative path forward."

Dolce & Gabbana is looking to invest in faux fur alternatives, working with artisans in line with its *fatto a mano* handmade philosophy.

"With a view to preserving the work and professionalism of master furriers, guardians of specific knowledge and skills with an indispensable added value, Dolce & Gabbana will continue to collaborate with these artisans in the creation of eco-fur garments and accessories, a sustainable faux fur alternative that uses recycled and recyclable materials," the brand said in a [statement](#) on Jan. 31.



[View this post on Instagram](#)

A post shared by Dolce&Gabbana (@dolcegabban)

A growing number of luxury brands are forgoing fur

On Jan. 25, Moncler revealed it will cease sourcing fur this year, with fall-winter 2023 being the final collection to feature animal fur. The announcement is part of Moncler's ongoing "Born To Protect" project, which is dedicated to protecting the planet and creating a more sustainable future ([see story](#)).

In the last two years alone, Neiman Marcus, Saks Fifth Avenue, Valentino, Oscar de la Renta, Mytheresa, French conglomerate Kering and more have said no to fur ([see story](#)).

"The entire fashion system has a significant social responsibility role that must be promoted and encouraged," Mr. Usai said. "We will integrate innovative materials into our collections and develop environmentally friendly production processes, while at the same time preserve artisans' jobs and know-how otherwise in danger of fading."

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