

APPAREL AND ACCESSORIES

## Burberry bans exotic skins

May 19, 2022



*Burberry will no longer use exotic skin in its collections. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

British fashion house Burberry has announced it will no longer use the skin of pythons, alligators or any other exotic animals in the future production of its collections.

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The company confirmed its latest sustainable move during its earnings presentation on May 18, in which it reported a 21 percent increase in year-over-year revenue ([see story](#)). While a ban on fur seemingly swept the fashion industry last year, Burberry is one of only a few major fashion houses to commit to completely eradicating exotic skin from its product offerings.

Taking a stand

In response to the news, animal rights organization and Burberry shareholder PETA expressed its excitement, as this marks a new step for the fashion industry.

While recognizing Burberry for its sustainable and humane decision, PETA called on brands like Louis Vuitton, Herms and Gucci to follow suit.

VICTORY! Following pressure from PETA entities and activists around the world, [@Burberry](#) has officially banned exotic skins

This means it will no longer use the skin of pythons, alligators, or any other exotic animals in future collections

PETA (@peta) [May 18, 2022](#)

Luxury brands including Alexander McQueen, Balenciaga, Valentino and Burberry committed to the fur-free movement last year, as the fashion industry faced continued pressure to invest in and develop sustainable materials and alternatives ([see story](#)).

The push away from exotic leathers has less momentum than the fur-free movement, with some exceptions.

In 2019, British department store chain Selfridges began phasing out materials such as crocodile, alligator, lizard and python, and made a commitment to only sell agricultural leather in the future.

This was part of Selfridges' broader sustainability push, as it sought to offer eco-friendly products that align with consumers' ethical values ([see story](#)).

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