

Gucci Refuses Fur for 2018

N. C. (October 18, 2017)



The Italian luxury fashion brand has taken a step forward to rise up against animal cruelty and to protect animals' rights, along with Armani, Hugo Boss, Stella McCartney, H&M, and many others.

Animal activists rejoice as Gucci announces that it will no longer be using animal fur. This commitment, which will be put in place for their 2018 Spring/Summer collection, "is a huge game-changer," according to Kitty Block, the president of [Humane Society International](#) [2] (HSI).

Gucci's CEO, [Marco Bizzarri](#) [3], wants to uphold the brand's social responsibility to animals, and help end the unethical use of fur. Gucci and [Kering](#) [4], the global luxury group that Gucci is under, understand the humanitarian benefits of this pledge, although there are other motives for making this decision. The CEO of Kering, François-Henri Pinault, explains that real fur is "out of fashion," and that Gucci is committed "to making sustainability an intrinsic part of our business".

In the fashion industry, the [mistreatment of animals for their fur](#) [5] has been an ongoing social



issue. Many animals are not only unnecessarily slaughtered for vanity, but they are also kept in unpleasant and abusive environments. Gucci's pledge to become fur-free has been recognized as a noble decision that many are grateful for. Along with HSI, Italian animal protection groups like [Lega Anti Vivisezione](#) [6] (LAV), and [Ente Nazionale per la Protezione degli Animali](#) [7] (ENPA), commend Gucci's efforts.

As the commitment has yet to take place, there are still remaining Gucci fur items that are available for purchase. However, Kering promises that all of the money made off of these items will be donated charitably to various associations that sustain the protection of animals. The luxury fashion industry still largely uses animal fur, but Gucci's initiatives will hopefully inspire others to end animal cruelty and promote more sustainable options.

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