

Kering goes fur-free across all fashion brands

Luxury fashion giant Kering has announced its decision to go fur-free across the group. Starting from the upcoming autumn 2022 collections, none of the group's fashion houses will be using fur.



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“Going entirely fur-free as a group is just the right thing to do: we do it out of conviction, for the sake of ethics and modernity,” said François-Henri Pinault, chairman and CEO of Kering.

The company noted that starting with Gucci in 2017, all the group’s houses, notably Balenciaga, Bottega Veneta, Alexander McQueen, Brioni and YSL, have progressively decided to take this step.



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In 2019, Kering formalised and published a set of animal welfare standards that will continue to be applied, as they concern other animal fibers and materials.

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

“ *Chairman and CEO of Kering, François-Henri Pinault, on the Group’s decision to stop animal fur. In 2019, Kering formalized and published a set of animal welfare standards that will continue to be applied, as they concern other animal fibers and materials.* pic.twitter.com/JU0bagUEF4— Kering (@KeringGroup) [September 24, 2021](#) ”