Sandro, Maje, Claudie Pierlot ban fur from their collections

November 29, 2019

French ready-to-wear labels Sandro, Maje and Claudie Pierlot, owned by the SMCP group, will no longer feature animal fur in their collections, according to a press release from animal rights organisation PETA France. The three SMCP labels join the many other fashion names great and small that in recent years have pledged to stop using animal fur.

The news was given by PETA France, which stated that the collections by Sandro, Maje and Claudie Pierlot will stop including items featuring fur from January 2020.

While none of the three labels issued an official statement, Claudie Pierlot did confirm the news on social media, saying, “Claudie Pierlot pledges to no longer produce models with animal fur from January 2020.”

“Contemporary consumers do not want clothes made in a way that involves the suffering of captive, tortured and butchered animals. By giving up on fur, the SMCP group's labels have taken the right decision for the animals, the planet and consumers,” said Mathilde Dorbessan, in charge of corporate relations at PETA.

Zadig & Voltaire, John Galliano, Gucci, Versace, Michael Kors, Giorgio Armani, Hugo Boss, Ralph Lauren, The Kooples, Calvin Klein and DKNY are among the labels that have already pledged to no longer feature animal fur in their collections.

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