Fashion labels Sandro, Maje and Claudie Pierlot have pledged to stop using the leathers of crocodiles, lizards, snakes and other reptiles. Representatives of the French fashion group, which operates the three ready-to-wear labels, “have confirmed to PETA they are stopping the sale of exotic leather articles,” said the People for the Ethical Treatment of Animals (PETA) association to FashionNetwork.com, in a statement.

While several labels have gradually decided to stop using animal fur in their collections, Chanel was the first, in 2018, to announce it was adopting the same policy for reptile leather. Victoria Beckham, Vivienne Westwood and Paul Smith, among others, followed suit, as did Versace, which stopped using kangaroo leather.

Recently, the leading luxury groups have also pledged to safeguard the well-being of animals. Last year, LVMH, which operates its own crocodile breeding farms, adopted new, stricter supplier selection standards in order to ensure it is sourcing responsibly. Hermès and Kering are instead working with the breeding farms of the International Crocodilian Farmers Association (ICFA), set up in 2016, whose standards define the best practices for animal well-being, working conditions and environmental protection.

“Each article made with snake or alligator leather translates into suffering for the animals the leather comes from, sometimes skinned while still alive and fully conscious,” said Mathilde Dorbessan, in charge of corporate relations for PETA.

“We praise this excellent decision by the SMCP group, indicative of a highly compassionate attitude, and we urge other labels to follow such a fine example,” added Dorbessan.

In the last few years, PETA has carried out several investigations on cruelty in animal treatment, putting pressure on luxury labels to stop using fur and exotic leathers. It has now turned its attention to the use of wool, cashmere and mohair, denouncing several instances of exploitative practices in the wool industry worldwide.