

PRESS RELEASE 11.18.2014

For queries, please contact:

- Nadja Brodmann, zoologist
Executive Board of the Zurich Animal Protection Association
044 261 43 36 / 079 334 91 70
nbrodmann@zuerchertierschutz.ch

Refer to www.zuerchertierschutz.ch for

Animal Protection Topics / Furs and Fur Animals / Fur Winter 2014

Not to be released prior to: Tue., November 18, 21:00

Declaration of furs and pelts: Violations of the law at PKZ, Jelmoli and Globus

Every year, over 100 million fur animals worldwide suffer and die for the sake of fashion! Since March 1, 2014, the regulation for the declaration of furs and pelts has been in effect in Switzerland. Within the scope of the campaign „Real Fur – Really Cruel“, the Zurich Animal Protection Association carried out checks of the declarations of clothes with fur trimmings in the largest department stores of several Swiss cities. The conclusion: Not one sole company declares furs in compliance with the law. It is unacceptable that so many false, erroneous, reversed or contradictory labels are found. The Zurich Animal Protection Association demands impeccable declarations in order to ensure maximum transparency with regard to disclosing the cruelty to animals that is behind the production of real fur. Moreover, we demand that PKZ, Jelmoli and Globus go one step further and serve as examples in Switzerland by refraining completely from selling products with real fur.

Since March 1, 2014 - after a one-year transition period - Switzerland has a new [ordinance on the declaration of furs and pelts](#). As of mid-August, the Zurich Animal Protection Association carried out checks in 25 department stores with regard to their sales offerings of real fur products and determined that 14 of these retailers sell real fur and that 11 of them had infringed against the legal stipulations governing the declaration of furs and pelts, amongst them, PKZ, Jelmoli and Globus. Focus was placed on these three renowned companies.

Between mid-August and the beginning of November, the Zurich Animal Protection Association carried out a total of 53 inspections in 31 subsidiaries of **PKZ, Jelmoli and Globus** in Switzerland's largest cities (amongst others in Zurich, Basel, Bern, Lucerne and St. Gallen). The result: 46 stores sold real fur and in 42 cases (91%), we stated numerous declaration shortcomings that we documented with pictures. In short: in **9 out of 10** cases, we determined **violations of the law**.

PKZ and Jelmoli: A lot of fur and even more mistakes

Since the acquisition of Feldpausch (now: PKZ Women), PKZ Burger-Kehl & Co. AG belongs to Switzerland's largest fashion retail chains. Jelmoli refers to itself as Switzerland's largest and most innovative department store. Both companies declare fur trimmings on caps and winter jackets by means of special labels, however, time and again, we found products where the label had been forgotten or the text of the declaration was not in due compliance with the law. With regard to "winter fashion" (elegant pullovers, ponchos, etc.), the obligation to declare is fulfilled in an even less satisfactory manner. If declared at all, then all we could find were small sew-in tags stating, e.g. "rabbit, China". This means that the animals were kept in cages with grid floors – a bit of information not shared with consumers despite the fact that the law stipulates the necessity to declare the "manner of production". We found the label "Sandro" to be particularly shocking: The declaration in French states "Élevage en cage" ("caged

housing”) but the declaration in Italian: «Allevamento in bianco» (“kept in packs”). A contradiction – what applies? Customers are misled and their buying decisions can thus not be made freely.

PKZ private labels are disappointing

The PKZ private labels «Paul Kehl» and «Paul» failed to state the Latin name of the species and the production manner. Often, labels, for instance, only declared «raccoon» in English instead of the equivalent translation in German, French or Italian, in addition to the Latin «Procyon lotor». Furthermore, the production manner only stated «wild caught animals» instead of «caught by/without trapping».

Embarrassing confusion at Jelmoli

At Jelmoli, a jacket («Peuterey») with rabbit fur trimming was declared as mink. In other cases, jackets of the same label were declared as raccoon dog, even though the collar was clearly made out of rabbit fur and vice-versa. Labels had been confused or were incomplete. In addition, raccoon was falsely combined with the latin name of the raccoon dog. Such a renowned department store cannot afford to make such mistakes and to – de facto – break the law.

Migros is responsible for Globus

The up-market chain of Globus department stores belongs to the Migros Group, together with Herren Globus and Schild AG. In those Globus stores we inspected, in part, we discovered serious declaration shortcomings. Repeatedly, the most important bit of information, i.e. the production manner, was not disclosed (e.g. in the case of the brands Blauer and Burberry). Canada Goose had split the information to two sew-in tags, although the ordinance demands that the information be provided on one sole tag. Whereas Migros and Schild have refrained from selling real fur for quite some time, Globus is not concerned and continues to do so. Where does the motherhouse stand with regard to ethics?

Checks to ensure consequent compliance with the obligation to declare

Tiana Moser, GLP National Counselor and author of the motion for the declaration expresses her disappointment: «Companies had 18 month’s time to implement the regulations on the declaration of furs and pelts. This declaration is necessary so that consumers are able to make free choices and avoid buying a pig in a poke». The Swiss Federal Food Safety and Veterinary Office (FSVO) must now carry out controls to ensure the consequent implementation of the regulation.

Fur is out and makes you look old

So-called «up-market» stores consider fur to be a necessity. Model Tamy Glauser does not agree: «A declaration obligation is the least of what a store should do. It would be better if vendors were to refrain completely from selling furs produced with animal suffering. This would also force designers to reconsider». Karl Lagerfeld might serve as a pioneer: According to an article published in «Der Bund» on March 2nd, 2011, he used only artificial fur for Chanel’s winter collection, because it is a lot more modern. Real fur is out and makes us look old is the obvious conclusion.

Fashion stores benefit from tremendous animal suffering

Annually, over 100 million fur animals perish in the cruelest of manners. The fashion industry writes profits at the cost of these animals held tortuously in cages or caught in brutal traps where they suffer a death in agony. This has been the case for decades – contrary to farm animal husbandry – a field in which species-appropriate alternatives have been implemented while the fur industry slept. In addition to those department stores mentioned, Switzerland has other major players in this business, such as Bongénie Grieder and the Mode Bayard Group as well as regional chains such as Modissa in the larger Zurich area or Mode Weber in Eastern Switzerland.

The Zurich Animal Protection Association demands transparency and the rejection of real fur

On the one hand, the Zurich Animal Protection Association demands that fashion stores declare real fur correctly and thus ensure transparency, so that massive animal suffering become clear and consumers be able to decide freely, which products they wish to buy. Everything else is an infringement against the law! On the other hand, the Zurich Animal Protection Association demands that quality-conscious retailers refrain from selling real fur in the future and that they join the «[fur free retailer program](#)» – according to the example set by Schild. In particular Migros should assume its responsibility and ensure that all companies belonging to the group become “fur free”. Globus is an example of double standards and therefore ethically unacceptable.

For further information, please refer to:

- [The website of the Zurich Animal Protection Association](#)
- [The website "Pelzinfo.ch"](#) of the Zurich Animal Protection Association
- [Information on the regulation on the declaration of furs and pelts](#) provided by the FSVO
- [The fur free retailer program](#)
- [Overview of fur free stores in Switzerland](#)