

Press release

Anti-fur campaign and styleguide

Information instead of threats

The Zurich Animal Protection Association's styleguide, „IN WITHOUT“, is geared towards young people. Its message is: a cool style takes fantasy and courage but can do without fur.

Zurich, November 24, 2008. – Winter's here! In stores, shelves are full of warm and cozy clothes. But what to wear? The styleguide „IN WITHOUT“ of the Zurich Animal Protection Association provides an answer to this simple question. Other messages for young people are: „You define your style“ or: „Fur is so yesterday.“

The Zurich Animal Protection Association asked a style hunter and a photographer to scout stylish people in the streets of Zurich. About a dozen of them were photographed for the styleguide „IN WITHOUT“. All these individuals have one thing in common: They ignore mainstream and dress courageously, using their fantasy to express their style – and, their refrain from wearing fur.

The styleguide will demonstrate how can you dress well without wearing fur. Managing Director Bernhard Trachsel explains the strategy: „It is important to not impose the topic of fur upon consumers. We want to achieve awareness but not cause a guilty conscience. Informing is more effective than threatening. „We want to inform, share advice, and make known our concerns.“ The free-of-charge styleguide will be published on November 25 and distributed in Zurich and Winterthur. Additional information and orders at www.pelzinfo.ch.

Fashion and fur is still a hot potato. Nevertheless, every year, more than 40 million animals are held and killed tortuously for their fur. According to the International Fur Trade Federation (ITFF), the worldwide turnover realized with fur (clothing and accessories) amounts to USD 15.02 billion, which corresponds to an increase of 11.34% in comparison to 2006 (source: www.pelzinstitut.de). In many (also European) countries, fur farms are not prohibited because of slack animal protection laws. Swiss laws, at least, prohibit the holding of animals on fur farms.

Assistance for research and download of press images: www.pelzinfo.ch

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