

Press release

Styleguide for the anti-fur campaign

Bella Figura without fur

The Zurich Animal Protection Association wishes to address young consumers with its new styleguide „IN WITHOUT“. A cool style requires fantasy and courage – but it does not require fur. „Fur is so yesterday“ is a further message of the 2009 anti-fur campaign.

Zurich, November 24, 2009. – Basically, a drop in temperature leads to additional layers of clothes. But style is where opinions begin to differ. For young consumers, the new styleguide of the Zurich Animal Protection Association, „IN WITHOUT“, provides useful advice and suggestions to the question: „What to wear?“ The message being: „Bella figura – for you too!“

The Zurich Animal Protection Association scouted stylish people in the streets of Zurich – and had no problem finding them! About twelve of them can now be seen in „IN WITHOUT“. Despite their different looks, these people all have one thing in common: they ignore mainstream and defy conventions to create the new, unusual and unique. And above all: they do not believe in wearing fur!

With the styleguide, the Zurich Animal Protection Association wishes to foster the dialogue on animal fur. Wearing fur has nothing to do with being dressed well. Managing Director Bernhard Trachsel explains: „We want to inform of the fur issue but we don't want to moralize. It is better to encourage awareness with constructive means: We want to inform, sensitize and offer benefits.“ Our free-of-charge styleguide will appear on November 26 and will be distributed throughout Zurich.

Holding in accordance with the law – window-dressing

Every year, the fur industry continues to breed, torture and kill more than 40 million animals worldwide. Animal holding complies with the laws in the countries of origin – is a frequently used argument. However, in the most important production countries, there are often no laws, not even recommendations. Example: In Switzerland, the law stipulates a minimum enclosure size of 100 m² for Silver foxes. In Russia, China, and the U.S., the norm is 0,6 – 1 m²; in Finland and Denmark, it is 0,8 – 2 m².

The Zurich Animal Protection Association has compared the holding of fur animals in different countries and can make the corresponding information available to the media. The results are alarming – but at least contribute to ensure more transparency with regard to the holding of fur animals.

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

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