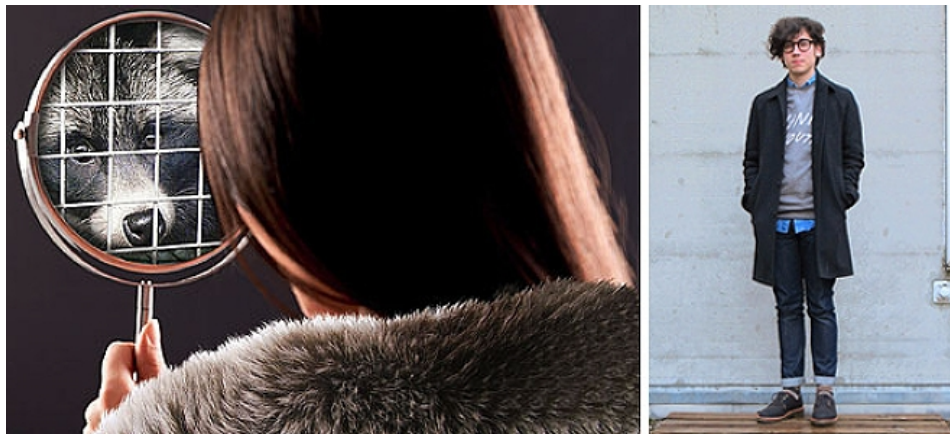


Fashion scouts discover great fur-free looks in Zurich

## The „Check your style“ campaign confirms: Wearing fur is totally out



For ten weeks, fashion scouts engaged by fashion expert Yannick Aellen wandered through the streets of Zurich, searching for fashionable style not involving fur – and found several young stylish people. The best looks chosen and commented by Aellen and his team were published online on [www.pelzinfo.ch](http://www.pelzinfo.ch). Thus, all the weekly updates led to a gallery of approx. 100 photos with styling advice on: <http://www.pelzinfo.ch/mode-lifestyle/check-your-style/gallerie.html>.

### Fashion scouts demonstrate how

To conclude the fashion campaign, the scouts modeled winter looks for cold days themselves (photo on the right: Pascal Grob). Fashion can and should sometimes be „a little off-key“ and unconventional – according to the experts. „Ideally, good fashion will respect a sound balance between human beings, animals, and nature“, says Yannick Aellen. Elegance is not expressed in the form of luxury or trends but in simplicity – according to fashion blogger Lisa Mettier.

### Successful campaigns against fur

The campaign, «Check your style», of the Zurich Animal Protection Association was launched in the mid-October. Billboards at Zurich main train station, Sihlcity, Letzipark, and at Coop-Pronto sites as well as the use of social media and cooperation with the press contributed to making the «Check your style» campaign known and famous beyond the boundaries of the canton of Zurich. The commercial can still be viewed on [www.pelzinfo.ch](http://www.pelzinfo.ch)

### Put an end to cruelty to animals!

For years now, the Zurich Animal Protection Association has run creative campaigns to promote refraining from the use of animal fur. Every year, approx. 50 million fur-bearing animals are tortured for fashion purposes. For additional and background information, please refer to: [www.pelzinfo.ch](http://www.pelzinfo.ch).