

Press release

Know your purchase!

Even if the fashion industry puts its PR machine into action every autumn in order to whitewash the truth, nothing has changed with regard to the cruel methods of hunting, holding, and killing animals for fashion. Up until today, even pets such as dogs and cats are skinned for their fur.

Zurich, November 13, 2006. – This year's winter fashion is characterized by fur products - primarily in form of accessories. Pictures of models who once demonstrated naked on the catwalk against the fur industry are long forgotten. Huge amounts of the fur of animals not suited for breeding are processed for winter accessories. And this although there is no such thing as animal-appropriate or animal-friendly holding for fur production. Notwithstanding, only very few of today's star designers refrain from using real fur. This development was supported by the fur industry with massive funds. There are no unambiguous or reliable origin declarations for accessories nor a label for animal-protection conformity. What has become the rule for meat and vegetables today is lacking in the world of fashion. Amongst others, with its campaign, the Zurich Animal Protection Association wants to persuade consumers to demand information prior to purchasing "fashionable" fur articles.

Labeling

The international fur trade federation (IFTF) issued guidelines that also apply in Switzerland. A visible label is to provide information on the animal species, including the scientific name of the animal in Latin, English, and the local language. The Swiss fur association (SPFV) recommends a certificate, which, in addition to designating the fur, also provides information on the origin of the fur, the manner in which it was produced and processed and well as the processing technique. These certificates, however, provide no information on the torturous holding or killing of the fur animals. Fur accessories or clothing with fur trimmings sold in department stores often have no labels at all and designations are often misleading (e.g. „Asian raccoon“ for „domestic dog“). In mail order business as well, designations are hardly ever clear. Various catalogues use names that cannot be attributed to any animals known to us. The motto is concealment. The Zurich Animal Protection Association wishes to counteract this with its campaign and demands the clear declaration of all fur products in all forms of use. So that you will know what you're buying!

Current campaign of the Zurich Animal Protection Association

Since the end of October, posters with the slogan «Würden Sie Ihrem Hund das Fell über die Ohren ziehen? Andere tun es.» (In German, a word pun, that in verbal translation would mean „Would you pull the fur over your dog's ears? Others do.“) can be seen in various Zurich public transportation vehicles. As a moviegoer in the town of Zurich, Winterthur, Uster, Kloten, Dübendorf, Freienstein, and Dietlikon or if you watch the TeleZüri channel, you will be confronted with a commercial showing sad domestic cats suffering tremendously on farms, before their fur is processed. Certain department stores still sell clothes with cat fur trimming, often referred to as „Genotte“, which basically means kitten or cat. Please refer to www.pelzinfo.ch or information on misleading designations and labels, names, and the actual animal behind all of this information.

The billboards and the commercial can be seen until the beginning, that is to say until mid-January 2007. For further information, please refer to www.pelzinfo.ch or www.zuerchertierschutz.ch. Contact: Susanne Aebersold, susanne.aebersold@asm-cc.ch or 079 631 72 25, if you should experience any difficulties.