

Good style – no contradiction to animal protection

## Fashion scouts model new styles

Zurich, 10.17.2011 Our new on-line style guide „Check your style“ aims at convincing young people of the advantages of fur-free fashion. The message of the Zurich Animal Protection Association is: You can be fashionable without animal fur. Fashion expert Yannick Aellen chose the best Zurich outfits and provided styling advice.

PDF, photos, background information: [www.pelzinfo.ch/medien/medienmitteilungen.html](http://www.pelzinfo.ch/medien/medienmitteilungen.html)



The Zurich Animal Protection Association asked fashion expert Yannick Aellen to contribute to the on-line styling guide. Aellen, amongst others Casting Director for Heidi Klum and fashion show producer in Europe's metropolises and his team of fashion scouts chose the best of Zurich style. Please refer to:

[www.pelzinfo.ch/mode-lifestyle/check-your-style.html](http://www.pelzinfo.ch/mode-lifestyle/check-your-style.html)

### Mirror, mirror on the wall

The commercial „Check your style“ (photo on the left) was shown at Zurich main train station, at Sihlcity, Letzipark, and Coop-Pronto (Zurich) until mid-December. [www.pelzinfo.ch](http://www.pelzinfo.ch)

### How to look good without fur

Together with Aellen, famous fashion bloggers such as young fashion expert Pascal Grob or

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## Media information

Lisa Mettier looked for stylish and fashionable people in Zurich's streets (photo on the right). They took pictures of original looks and commented them. According to Aellen: „A unique method to convey fashion messages. We're demonstrating that you don't have to follow every trend. Anyone can dress well thanks to a bit of fantasy and simple means.“ This first-hand styling advice, to serve as inspiration for personal style, will be provided until mid-December. Find weekly updates here: [www.pelzinfo.ch/mode-lifestyle/check-your-style.html](http://www.pelzinfo.ch/mode-lifestyle/check-your-style.html)

### **Fashion designers continue to use fur**

The new on-line style guide „Check your style“ is based on the anti-fur campaign of the Zurich Animal Protection Association. Creatively and unconventionally, the association wishes to convince consumers to refrain from wearing fur. Many consumers believe that only the rich and famous can afford fur. Fashion designers, however, are currently using more fur in their creations than ever before.

### **If it has to be fur, then at least choose artificial fur**

A lot of dyed real fur was shown on the international catwalks – which is totally unnecessary: fake fur is just as fashionable. If you cannot refrain from using fur, then at least choose fake fur. This explains why it's all the more important that consumers be able to distinguish between real and artificial fur. How to? Refer to: [www.pelzinfo.ch/mode-lifestyle/shopping-tipps.html](http://www.pelzinfo.ch/mode-lifestyle/shopping-tipps.html)

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