



PRESS RELEASE

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KERING GOES ENTIRELY FUR FREE

Kering has taken the decision to stop using animal fur.
Starting from the Fall 2022 collections, none of the Group's Houses will be using fur.

"For many years, Kering has sought to take the lead in sustainability, guided by a vision of luxury that is inseparable from the very highest environmental and social values and standards. When it comes to animal welfare, our Group has always demonstrated its willingness to improve practices within its own supply chain and the luxury sector in general. The time has now come to take a further step forward by ending the use of fur in all our collections. The world has changed, along with our clients, and luxury naturally needs to adapt to that," declared François-Henri Pinault, Chairman and CEO of Kering.

Starting with Gucci in 2017, all the Group's Houses, notably Balenciaga, Bottega Veneta, Alexander McQueen, Brioni and Saint Laurent, have progressively decided to take this step.
In 2019, Kering formalized and published a set of animal welfare standards that will continue to be applied, as they concern other animal fibers and materials.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry and Watches: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: *"Empowering Imagination"*. In 2020, Kering had over 38,000 employees and revenue of €13.1 billion.

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