

FASHION FORWARD

KILLER LOOKS GO CRUELTY-FREE

"Skinning animals alive or beating them to death for a pair of boots or a purse cannot be justified. By choosing widely available fake snake and mock croc, you can pay tribute to these animals' beauty without stealing their skins and killing them."

—DIA MIRZA



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"My work reflects my real-life values, which is why I don't use leather in my designs. With so many other choices available, we don't need to support fashion that is the product of an animal's violent death. Using animal skin is a throwback to less-enlightened times, not a cutting-edge fashion statement. That's why I don't work with leather."

—ANITA DONGRE

"As a designer, I like to work with fabrics that don't bleed; that's why I avoid all animal skins."

—STELLA McCARTNEY

"Personally, I think wearing a baby chinchilla says, 'I'm ignorant!'"

—EVA MENDES



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PETA

Are there skeletons in your closet?

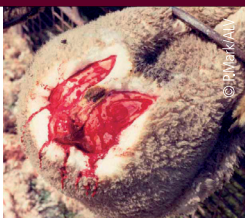
Fur, leather, exotic skins, wool, and down all involve extreme cruelty to animals. Every fur-trimmed coat, leather shoe, snakeskin bag, wool sweater, and down jacket causes animals to suffer.



leather trade



exotic-skins trade



wool trade



down trade

Leather: In India, after cows collapse during the long, hot march to the slaughterhouse, their tails are broken, bone by bone, and chilli peppers are rubbed into their eyes in order to force them to get up and keep walking. Many cattle and other animals in India are also illegally transported to slaughter so crowded that their bones break or they die en route. Animals' throats are often cut without stunning, and the dismembering and skinning process also often starts while they are still conscious.

Fur: Animals on fur farms spend their entire lives confined to crowded, filthy wire cages. Painful killing methods include suffocation, gassing, electrocution and poisoning. Animals caught in traps languish for days before someone comes and stamps on their chest or beats them to death. Most fur comes from China, where millions of animals, including dogs and cats, are killed for their fur every year. Investigators have videotaped animals as they were skinned alive on Chinese fur farms.

Exotic skins: It takes three or four crocodile skins to make just one designer handbag. Alligators and crocodiles are slaughtered by pounding a chisel through their skull or bludgeoning them with a metal bat. Often, these attacks only stun or paralyse them, and

no one checks for vital signs before they are skinned. Because of their slow metabolism, reptiles, such as snakes, lizards, alligators and crocodiles, often remain alive and in agony for many hours after they've been completely skinned.

Wool: Shearing sheep in order to obtain wool for sweaters and coats is a violent process. Sheep incur serious injuries at the hands of hurried workers looking to shear as many sheep as they can as quickly as possible in order to increase their earnings. Deep gashes and severe wounds to their ears, penises and teats — and even complete amputation of sensitive body parts — are common. In Australia, where most of the world's merino wool originates, many lambs undergo "mulesing", a gruesome mutilation in which large chunks of skin and flesh are cut from their backsides, often without any pain relief.

Down: To obtain feathers for down jackets, pillows and comforters, workers pin down terrified, screaming birds and yank their feathers out. Sometimes the birds' skin tears open, leaving wounds that workers then stitch up with a needle and thread — without providing any pain relief. Afterwards, the birds shake and cower and try to hide.

COMPASSIONATE CLOTHING

Saving animals is as simple as choosing luxurious faux or synthetic materials. Attractive cruelty-free clothing, bags, belts and shoes are widely available in every price range from just about every clothing retailer. And even top fashion designers, such as Stella McCartney, Anita Dongre, Marc Bouwer and Hemant Trevedi, refuse to work with real leather and offer stylish substitutes for dead-end fashion. With so many fashionable, comfortable options available today, there's no excuse for wearing any animal skins.

For more information, please visit PETAIndia.com.