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Survey reveals nine in 10 people would not wear real fur

BY MARTIN HICKMAN, CONSUMER AFFAIRS CORRESPONDENT | FRIDAY 15 APRIL 2011

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Nine in 10 people would not wear real fur despite it making a comeback on the catwalk, according to research today.

In the poll for the RSPCA, 95 per cent of people said they would refuse to wear real fur and 93 per cent thought products should be clearly labelled as real or fake fur. More than half told the pollster TNS that they would not buy an item without such labelling.

The RSPCA, Britain's biggest animal charity, said it was "disappointed" so many designers used real mink, fox and raccoon dog furs at this year's fashion shows in London, New York and Milan.

Burberry, Giles Deacon and Julien MacDonald all used real fur at London Fashion Week in February, with Mr MacDonald's models sashaying down the catwalk in fox and goat fur.

The RSPCA released its poll as it launched this year's Good Business Awards, which honour food and fashion companies for taking an ethical stance towards animals.

Shelly Vella, fashion director for Cosmopolitan and a judge, said: "One of the downsides to my job is seeing so much fur dominating the international catwalks every season. It was something I believed to be firmly out of fashion but it's crept back into popularity with a vengeance."

At last year's event, awards were given to New Look, George at Asda, Marks & Spencer, Sainsbury's and the organic box scheme Abel & Cole.

The Co-op won the People's Choice award, sponsored by The Independent, for improving welfare for farm animals, including using only free-range eggs in own-brand food.

For the first time last year, Government statistics revealed in February, 50 per

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cent of UK eggs were laid by cage free hens, up on 45 per cent the year before.

Alice Clark, RSPCA farm animal scientist, said: “The RSPCA believes that all hens should be kept in properly managed free-range or barn systems. We are encouraging those in the food retail sector to introduce and improve their animal welfare policies and to enter the food category of the Good Business Awards.”

Entries are open for this year’s awards:

- FOOD
- Caterers - event and contract
 - Independent retailer
 - Restaurant chain
 - Pub chain
 - Independent restaurant
 - Independent pub
 - People’s Choice supermarket
 - Supermarket innovation award

Judges: TV presenter Richard Johnson; Andrew Opie, food policy director at the British Retail Consortium, independent food consultant Dr Geoff Spriegel and Professor John Webster, professor emeritus of animal welfare at Bristol University.

- FASHION
- Best Newcomer
 - Small Company (249 employees or less)
 - Large Company (250 employees or more)
 - Innovation Award

Judges: Lisa Armstrong, fashion editor of The Times, designer Wayne Hemingway, and Shelly Vella, fashion director of Cosmopolitan magazine.

See www.rspcagoodbusinessawards.com

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I am proud to care about the welfare of animals. It means I was brought up properly by my parents and to see that human exploitation of the vulnerable is wrong. Maybe if we stop treating the vulnerable (this includes humans as well as animals) as mere commodities to be exploited for fun, fashion, human enjoyment and for money then we might see the world becoming a better place to live on.

olivercromwell2 • 2 years ago

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11 ^ | v • Share ›



0 ^ | v • Share ›



2 ^ | v • Share ›



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26 December 2012 Go

 In my best Captain Mainwaring voice,
"Stupid Boy" :)
0 ^ | v • Share ›

 **Lol** → GW74 • 2 years ago
Because he's got what you so obviously lack.
2 ^ | v • Share ›

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which is what?
0 ^ | v • Share ›

 **Vitalogy** → GW74 • 2 years ago
How can you be sure someone is a fecking idiot?
1 ^ | v • Share ›

 **GW74** → Vitalogy • 2 years ago
from the opinions they express. So you,
and @olivercromwell2, on that evidence, are
both fecking idiots.

You didn't really think that through did you?
0 ^ | v • Share ›

 **Vitalogy** → GW74 • 2 years ago
You sir, are a fecking genius
1 ^ | v • Share ›

 **GW74** → Vitalogy • 2 years ago
well i'm running rings around you, so,
relatively, yes.
0 ^ | v • Share ›

 **dhammadinna** • 2 years ago
Excellent news. And it should be made clear that this isn't
a matter of whether something is 'fashionable' or not: cruelty is
cruelty, whatever the aesthetic or social trends.
15 ^ | v • Share ›

 **devo4u** → dhammadinna • 2 years ago
What's cruelty got to do with wearing fur?
1 ^ | v • Share ›

 **Deucleciano** → devo4u • 2 years ago
Well for starters skinning animals alive which
happens in China and other places, having electrica
shocks shot up your arse to keep you pelt pretty, have
you thought about that happening to you, can you even
begin to imagine the pain, well try it because to justify
wearing fur is to condone such unspeakable cruelty.
3 ^ | v • Share ›

 **Gerald Joseph Tierney** → dhammadinna • 2 years ago
Yes, what has cruelty got to do with wearing fur?
0 ^ | v • Share ›

 **Helena** → Gerald Joseph Tierney • 2 years ago
Simples, you kill the animal in a barbaric way
and you do not eat it. I have never thrown paint at the
stupid animals wearing fur, they are to be pitied, but so
are the animals whose coats they are wearing. I know I
used to wear fur, I would not do it ever again.
3 ^ | v • Share ›

 **Gerald Joseph Tierney** → Helena • 2 years ago
What if proper safeguards were put in
place, at least on par with the leather industry?
Don't get me wrong, I'm not really on any

particular side here, as someone who admits to not knowing much about the topic my questions was a genuine one :D

I'm just wondering whether fur is now a taboo which cannot be shifted no matter what shift in the treatment of the animals takes place.

0 ^ | v • Share ›



Lol → Gerald Joseph Tierney • 2 years ago

Empathy. Imagine what it must be like to live all your life in a cage and then to be killed, simply because some airhead thinks it's cool to wear your skin.

4 ^ | v • Share ›



Lol → Lol • 2 years ago

Replying to Gerald Joseph Tierney

Yes, you're right, but you've got to start somewhere. It's not all or nothing. Fur, then meat, then leather ...

3 ^ | v • Share ›



Gerald Joseph Tierney → Lol • 2 years ago

Is this what happens with the leather trade too, then? My point is that if people wear leather then they should be happy enough to wear fur provided the animals are treated with the same respect that animals in the leather industry are given.

1 ^ | v • Share ›



stewartpa • 2 years ago

Why not make it illegal - that is raising and killing animals solely for their fur or skin?

I find it acceptable as a by-product of food production (waste not want not) but not for human vanity because that is all that it is.

14 ^ | v • Share ›



Firozali A.Mulla → stewartpa • 2 years ago

This is the practice of fox hunting Remove these and the elites scream

3 ^ | v • Share ›



Helena → Firozali A.Mulla • 2 years ago

Not where I come from Firozali, we don't really care for fox hunting, would rather chase some rich so and so round a field.

8 ^ | v • Share ›



Lol → Helena • 2 years ago

Can I join in?

2 ^ | v • Share ›



ConanTheBrightonian → stewartpa • 2 years ago

Exactly. So if they'd polled you you'd have been in the 10% who would have said wearing fur is ok. I know that's only a qualified 'ok', but you're still not opposed to the concept.

Makes you wonder how the poll was constructed because I bet that a lot more than 10% of the population think the same as you do. Polls are often designed to get the result that the people commissioning them want to get. There's a classic example in 'Yes Prime Minister' about whether to bring back National Service; the final Yes or No depends entirely on the lead-up questions.

2 ^ | v • Share ›



GW74

→ [stewartpa](#) • 2 years ago

if they weren't raised for fur they would never have been born at all. Are you suggesting it's better they had never been born?

0

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↓

• Share



nickwitt

→ GW74 • 2 years ago

Yup.

2

^

↓

• Share



GW74

→ nickwitt • 2 years ago

what if they have a good life before the slaughterhouse - like free range chickens?

0

^

↓

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nickwitt

→ GW74 • 2 years ago

It's not just the life, it's the manner of death so as not to damage the fur. Free range chickens is a different argument to my mind - food versus fashion.

0

^

↓

• Share



GW74

→ nickwitt • 2 years ago

so you're saying the chicken's cool about it because it's going to be eaten? If you are going to anthropomorphise animals' feelings you have to go all the way. See if you can talk those chickens around.

and what is the "manner of death" you are talking about?

0

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↓

• Share



Joel Freeman

• 2 years ago

9 in 10 PETA activists rely on medicines tested on animals.

12

^

↓

• Share



Gerald Joseph Tierney

→ Joel Freeman • 2 years ago

You realise that medicines designed to save lives are a world apart from furs designed to be worn for fashion, right?

1

^

↓

• Share



loftytom

→ Joel Freeman • 2 years ago

That's because they're hypocrits.....

I love the atavists btw, atavistic activists= atavists, if only they were atavistic.

1

^

↓

• Share



Lol

→ loftytom • 2 years ago

Atavist = throwback. Get a dictionary.

2

^

↓

• Share



loftytom

→ Lol • 2 years ago

The fact that I used the word shows I was aware of it, get lessons in reading.

0

^

↓

• Share



Joan Pope

→ loftytom • 2 years ago

I think atavist was a typing error.

0

^

↓

• Share



Lol

→ Joel Freeman • 2 years ago

I think you'll find they don't.

0

^

↓

• Share



forber

• 2 years ago



using fur shows how out of touch with real people 'fashion designers' are

11 ^ | v • Share ›



LuluB → forber • 2 years ago

...and how they're running out of ideas. Besides the already established designers who are being provocative and rebellious in fashion by having already gone the ethical route, there are some emerging designers, houses and collaborative projects - like "Study" New York - who are finding creative new ways to do fashion ethically. When I see a designer using real fur, I think: "Step aside and let the new wave through."

2 ^ | v • Share ›



zoobie1 • 2 years ago

It is wrong to kill an animal just for its fur.

10 ^ | v • Share ›



rustle → zoobie1 • 2 years ago

Is it? Who says?

4 ^ | v • Share ›



RWFG → rustle • 2 years ago

Hippies who can't afford it because they're too busy buying smack.

5 ^ | v • Share ›



LuluB → RWFG • 2 years ago

"Hippies who can't afford it..."

Like that little poor girl, Stella McCartney? I hope she's making it day to day.

4 ^ | v • Share ›



Lol → RWFG • 2 years ago

Simpleton.

2 ^ | v • Share ›

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Elven — Quitting smoking just requires the desire to stop.(4 packs of Winston or Camel a ...

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