



October 11, 2018

Do Won Chang and Jin Sook Chang
Co-Owners
Forever 21

Dear Mr. and Mrs. Chang,

As a longtime model and lover of fashion, I appreciate the vast, stylish variety of vegan leather, knitwear, and fur that Forever 21 offers. As a passionate advocate for animals, I urge you to take your company's cruelty-free position one step further and recognize the *naked truth* of the wool industry: that every year, millions of sheep are handled in horrific, abusive ways—and please end your sale of wool.

I recently participated in a PETA ad campaign that is meant to help expose that sheep are beaten, mutilated, and killed for wool—and because information about the systemic abuse of animals in the industry has been met by your company with silence, a wallscape billboard can now be seen mere blocks from Forever 21's Times Square location and will remain there through the holiday season. Around the globe, PETA and PETA Asia have undertaken investigation after investigation proving that sheep used for their wool are subjected to cruel treatment—from being kicked and jabbed in the face with sharp metal clippers to being deprived of food and water during shearing and transportation to castration and tail-docking without pain relief to the cutting of their throats while they're still conscious and able to feel pain. Simply put, wool production equals abuse and death for *millions* of gentle sheep and lambs every year. Please take a moment to view PETA's [latest—and eighth—exposé](#) of shearing sheds (this time in the U.K.) and I'm sure that you'll understand why I'm concerned.

The good news is that Forever 21 has a prime opportunity to be a leader for its conscious consumer demographic and to show mercy to gentle animals by becoming the first major brand to end the sale of wool. There are plenty of cruelty-free fabrics—such as Tencel, organic cotton, hemp, bamboo, and others—to opt for instead.

Please don't pull the wool over your eyes. Animals should never be abused for fashion. Forever 21 can make a difference today by pledging to drop wool immediately.

Thank you for your time and consideration.

Sincerely,

Joanna Krupa

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