

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

March 2, 2021

Bernard Arnault
Chairman and CEO
LVMH Moët Hennessy - Louis Vuitton
22, avenue Montaigne
75008 Paris, France

Dear Mr. Arnault,

This is an urgent communiqué. We are writing again as we release video footage from *two more* [PETA Asia exposés](#) of horrific cruelty to animals in the exotic skins trade. In light of the global pandemic, we must all examine our personal impact on society and how we can be less harmful. It is essential that this societal reckoning include a reflection on all the deeply disturbing ways in which animals are raised and killed for their skin. If LVMH wishes to be honest about respecting animals, as it claims to, then it must stop dealing in exotic skins.

[This new investigation](#) into the snakeskin industry shows pythons whose mouths and anuses are closed off with rubber bands. Workers then cut a hole in either the head or the tail, insert a hose and inflate the snake's body with an air compressor, causing immense pain. When you can see a python still moving after being pumped full of air, it shows that the animals may be alive throughout. The snakes are kept crammed in dirty wire cages that prevent them from stretching out to their full length, which herpetologists tell us is vital to their well-being, much less actually moving around.

More footage—including some provided by the farmer himself to demonstrate the slaughtering of crocodiles—reveals that crocodiles' mouths are bound shut, and they're wrapped up in bags. The video also shows a worker stepping on them and crudely attempting to stun them by electroshocking them before other workers finally stab them with a metal blade then inflate them with compressed air. A reptile expert who reviewed the footage noted that this method of killing may leave the crocodiles alive and conscious for more than *an hour and a half* after the procedure, which means that they are most likely alive as workers skin and disembowel them. This horrific abuse shows what took place when workers knew that they were being filmed and were presumably on their best behavior. Imagine what happens when no one is looking.

These are standard practices. As long as animals are raised and killed for exotic skins, cruelty will be rampant, no matter where it occurs. LVMH is well aware of this, as a PETA exposé revealed extreme violence [in its supply chain](#), in which thousands of crocodiles are confined to filthy concrete pits—some even narrower than the length of their bodies—before finally being slaughtered and skinned.

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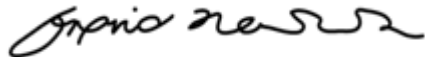
Affiliates:

- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Netherlands
- PETA Foundation (U.K.)

The exotic skins industry poses a major risk to human health, too, as animals are raised and slaughtered in unsanitary and crowded conditions that are perfect breeding grounds for viruses such as the one that caused the COVID-19 pandemic. PETA and our affiliates have documented grossly unhygienic conditions in these two most recent investigations and, as you know, also on farms connected to LVMH as well as in the U.S. and Africa, where alligators are crammed together in fetid water and dank, dark sheds. Calvin Klein and Tommy Hilfiger recently [dropped exotic skins](#) in response to the extreme cruelty to animals and to the public health crisis—where is LVMH?

It is time to take action to end this suffering and stop attempting to dupe consumers with “standards” that do nothing to protect animals. It’s time that LVMH joined Karl Lagerfeld, Chanel, Nike, and so many others in dropping exotic skins. May we please hear from you?

Very truly yours,

A handwritten signature in black ink, appearing to read "Ingrid Newkirk".

Ingrid E. Newkirk
President
PETA