

## Question for Kering

Hi. My name is Gillian Anderson, and I have a question on behalf of PETA.

I was delighted when Kering confirmed last month that Balenciaga and Alexander McQueen are officially fur-free. I now respectfully ask you to enact a company-wide policy and drop fur from Kering's two remaining holdouts: Saint Laurent and Brioni.

Such a policy would mesh perfectly with the environmental objectives of The Fashion Pact initiative, spearheaded by Kering Chairman and CEO François-Henri Pinault. Fur production requires toxic chemicals to keep pelts from decomposing, and fur farms are breeding grounds for disease. COVID-19 spread like wildfire among sick animals on fur farms, requiring governments to bring forward legislation to shut down these cruel and filthy establishments, from which the virus spread to both humans and wild animals. It's illogical to keep this dwindling, dangerous, and undeniably cruel trade afloat for the sake of the few remaining unscrupulous designers who haven't yet broken their fur habit.

In 2013, the company was renamed "Kering" because it could be "pronounced and understood as 'caring'" to reflect Mr Pinault's personal commitment to making positive changes in the world of fashion. So, my question is this: in 2021, will Kering be true to this worthy aim by adopting a company-wide fur-free policy?