

Question for Hermès

PETA is thrilled that Hermès has begun its cruelty-free journey with the introduction of mushroom leather. However, this news stands in contrast to your brand's plans to build what would be Australia's largest crocodile factory farm.

In addition to the agony animals routinely face in the exotic-skins industry, there's now a heightened awareness that confining sick and stressed wild animals near each other increases the risk of zoonotic diseases. Much like a "wet market," where COVID-19 originated, such farms create a breeding ground for other pathogens, like salmonella, E. coli, and West Nile virus—all of which crocodilians have been found to carry and can pass on to humans.

At a time when conservation and health experts—including the United Nations and the World Health Organization—have highlighted humanity's "broken relationship with nature" and warned that the next pandemic could come from the fashion industry, Hermès must change its trajectory. A sustainable and ethical business model simply cannot include the breeding, confining, killing, and processing of tens of thousands of sentient crocodiles, alligators, and ostriches every year.

When will Hermès join brands including Chanel, Jil Sander, and Vivienne Westwood and ban the use of exotic skins in its collections?