

# DAWN

Karl-Johan Persson  
Chief Executive Officer  
Hennes & Mauritz AB (H&M)

Dear Mr. Persson,

I'm writing to you as a fan of H&M to urge you to remove leather from your shelves. H&M claims that "no animal should ever suffer in the name of fashion"—but the millions of cows and other animals killed for their skins every year suffer immensely, and they're all killed in violent ways.

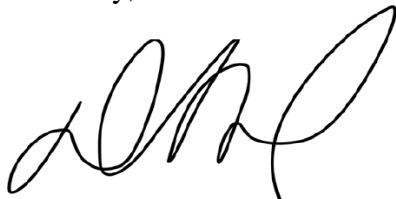
A recent PETA investigation revealed that the world's largest leather processor—and one that H&M previously obtained leather from—brands calves' faces and electroshocks and beats gentle cows and bulls before turning them into leather goods. PETA has also found that standard industry practices around the globe for animals in the leather industry include severe confinement; painful dehorning, tail-docking, and castration without anesthetics; and inadequate stunning procedures before slaughter.

Your company has worked diligently to become an industry leader in the world of sustainable fashion, yet leather products are among the most destructive to the environment. Ensuring that animal skins don't rot on the racks takes massive amounts of energy and dangerous chemicals that pollute surrounding areas and have been proved to cause health issues for tannery workers. In light of all this, there's no good reason for H&M to continue selling animal skins—and as leather products account for less than 1 percent of H&M's product range, replacing leather goods with sustainable, eco-friendly, and gorgeous cruelty-free alternatives should be feasible.

H&M has the opportunity to make a positive impact with this change and to inspire other companies to follow suit. I hope you'll prove to be a true leader in ethics and sustainability and stop selling leather immediately.

Thank you for your attention to this crucial matter.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dawn Richard', with a large, stylized flourish at the end.

Dawn Richard