

URBN Shareholder Question 2021

Hello. My name is Ashley Frohnert, and I have a question on behalf of PETA.

I recently got married, and my wedding dress came from Anthropologie's BHLDN. It was made out of polyester and nylon. I choose this silk-free dress because it complemented my cruelty-free lifestyle. As a member of URBN's target demographic of young, socially conscious consumers, I'm dismayed that URBN's brands continue to sell animal-derived materials, which are always a product of extreme cruelty and contrary to URBN's purported progressive values.

PETA has an international campaign against URBN because we have exposed horrific cruelty in the wool, leather, mohair, cashmere, down, and alpaca fleece industries—including on a farm that supplies Anthropologie and Free People—and when we brought this information to URBN's attention, the leadership refused to take action to protect the animals or even acknowledge it.

PETA and its international affiliates have released dozens of undercover investigative videos revealing that sheep and alpacas are hit, kicked, restrained, and mutilated for their fleece; goats are pinned down and violently shorn for their mohair, leaving them cut and bleeding, or their hair is ripped out with a sharp metal comb for cashmere; and cows are branded, electroshocked, beaten, and slaughtered for leather.

These issues matter deeply to my generation of millennials and to the next generation of Gen Zers.

I regret buying my dress from BHLDN, and I'm now avoiding shopping at all URBN brands. I hope to return as a customer after URBN genuinely addresses the suffering of animals in its supply chains but not a moment sooner.

My question is this: When will URBN honor the values of its consumers by ending the sale of animal-derived materials?