



February 16, 2016

Ivanka Trump
Founder
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Dear Ms. Trump,

Greetings from PETA. We were so disappointed (and surprised) to see that you are selling hats with pompoms on them made of *real* rabbit fur from China. We were especially shocked given that most of the fur you use in your collections is faux. On behalf of kind people everywhere, and because animals suffer so terribly in the production of fur, we urge you to pull all real fur immediately and pledge never to wear or work with it again.

I think you will be absolutely sickened to know that a recent PETA Asia investigation into massive rabbit farms and a slaughterhouse in China—where the fur you use originates—shows rabbits struggling and thrashing wildly after they've been smacked on the head with the back of a knife and hung upside down and their throats have been slit. Some are still kicking and twitching as the skin is torn off their bodies. Every single fur farm that PETA Asia has visited in China has been beyond cruel: Investigators have witnessed and documented foxes being electrocuted, dogs bludgeoned to death, and raccoon dogs skinned alive. This [PETA video hosted by Olivia Munn](#) about the Chinese fur industry shows a skinned raccoon dog mustering just enough strength to lift his bloodied face and stare into the camera. There are no penalties for abusing animals on fur farms in China.

Please, do the right thing without delay, and join the long list of beautiful brands—including Calvin Klein, Tommy Hilfiger, Inditex, Ann Inc., Ralph Lauren, H&M, and dozens more—that have all rejected fur. The majority of people are kind, and kind people everywhere would praise your move.

We look forward to hearing from you.

Very truly yours,

Ingrid E. Newkirk
President

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

Washington, D.C.

1536 16th St. N.W.
Washington, DC 20036
202-483-PETA

Los Angeles

2154 W. Sunset Blvd.
Los Angeles, CA 90026
323-644-PETA

Norfolk

501 Front St.
Norfolk, VA 23510
757-622-PETA

Oakland

554 Grand Ave.
Oakland, CA 94610
510-763-PETA

Info@peta.org
PETA.org

Affiliates:

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