

Question for Aritzia

Hello. My name is Sara Britt, and I have a question on behalf of PETA.

We agree with Aritzia's philosophy that "[w]e all have to come together to do what we can to make a meaningful impact." We appreciate that Aritzia banned fur and angora, but there's much more work that needs to be done.

Over the last decade, we've shared PETA's undercover exposés revealing that abuse and suffering is routine in the clothing industry. These exposés have shown sheep and alpacas punched, kicked, restrained, and mutilated for their fleece; goats pinned down and violently shorn for their mohair, leaving them cut and bleeding, or their hair ripped out with a sharp metal comb for cashmere.

Rather than stopping the use of these fibers that are so commonly obtained in a cruel manner for the clothing industry, Aritzia instead relies on animal welfare standards that do little to protect animals. Time and again, PETA has exposed horrific cruelty to animals on "sustainable" and "responsible" farms that purport to follow standards, so we know that standards don't prevent animals from suffering.

Aritzia can't claim that it can make a difference and that it has a responsibility to do right by people and the planet while continuing to participate in an industry in which, no matter what standards are applied, animals are tormented for fashion and ultimately killed.

More than 355 companies worldwide have turned their back on mohair, and more retailers continue to ban alpaca each week. Yet Aritzia refuses to ban either one, thereby lagging behind its peers when it comes to animal welfare.

These issues matter deeply to my generation, the millennials, and to the next generation, the Gen Zers. We want fashion that's stylish *and* ethical—not items that are the product of tremendous harm and exploitation, which is inevitable when animals are part of the supply chain.

My question is this: When will Aritzia begin to show respect for its consumer base, stop hiding behind ineffective standards, and prohibit the sale of animal-derived materials, starting with mohair and alpaca?