

January 19, 2023

Via email

Chief David Bess
Law Enforcement Division
California Department of Fish and Wildlife
david.bess@wildlife.ca.gov

Dear Chief Bess:

I'm writing on behalf of PETA and its more than 660,000 supporters in California to urge the California Department of Fish and Wildlife ("Department") to investigate and take appropriate enforcement action against Loro Piana for apparently offering and displaying fur products for sale in flagrant violation of California law.

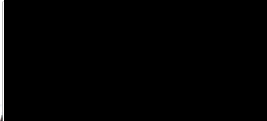

The law's prohibition on the sale of fur products is clear: "It is unlawful to sell, offer for sale, [or] display for sale ... a fur product in the state." Cal. Fish & Game Code § 2023(b)(1). A "fur product" includes "any article of clothing ... that is made in whole or in part of fur," which in turn is "any animal skin or part thereof with hair, fleece, or fur fibers attached thereto." *Id.* § 2023(a)(1)-(2). A first violation is subject to a civil penalty of up to \$500, with escalating penalties of up to \$1,000 for each additional violation. Cal. Fish & Game Code § 2023(e)-(f). Violations of the law may also be prosecuted as misdemeanors by the Department, the Attorney General, or local prosecutors. *See id.* § 2023(e)-(f)(1).

As highlighted by the bill's author, "Fur will always require the cruel and archaic confining, trapping and killing of animals solely for their fur, which must then be preserved with toxic chemicals. There is no reason for us to continue to partake in an industry that puts animals through such suffering for non-essential ends," given the "variety of humane alternatives ... that are just as warm or fashionable." The ban's passage by an overwhelming vote reflects the agreement of the people of California.

As shown in the attached images taken on January 13, 2023, at Loro Piana's store at 313 N. Rodeo Dr. in Beverly Hills, the company displays fox fur products for sale and likely continues to sell fur products in clear violation of California law. Please note that Loro Piana also has locations in Costa Mesa (3333 Bristol St.) and San Francisco (233 Geary St.) that may be violating the law.

We respectfully request that you investigate this matter and pursue enforcement as appropriate. I look forward to your response. Thank you for your time and attention.

Very truly yours,


Jared Goodman
General Counsel, Animal Law


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