



November 17, 2023

Helena Helmersson  
President and CEO  
H&M Group

Dear Ms. Helmersson:

I'm writing on behalf of People for the Ethical Treatment of Animals—PETA entities have more than 9 million members and supporters globally. PETA Asia's latest investigation into the down industry reveals once again that *all down is the product of extreme cruelty, and your company was identified as a recipient of down from this investigation*. We hope this bloody "axe" and "duck's foot" will serve to remind you that your company's choice to continue using down is helping to prop up an industry that mutilates and cruelly slaughters birds, *despite* your claim that "no animals should be harmed in the making of [H&M] products." That is consumer fraud.

As you know, PETA Asia led a 13-month investigation on duck farms and in slaughterhouses across Vietnam. One of these Responsible Down Standard—certified (RDS) suppliers claims to provide "responsible" down to H&M, yet the ducks were housed on dirt lots caked with feces or confined to filthy sheds with painful wire flooring. These wretched conditions didn't allow them to express their most natural and instinctive types of behavior, such as swimming, foraging, or flying. Inside the slaughterhouse, the cruelty continued. PETA Asia investigators filmed workers performing vile acts while disregarding that ducks are sentient beings. These birds were violently handled, shackled upside down by their legs, and dragged, petrified, through a bath of electrified water. This action only paralyzed them—it did not render them unconscious. A worker then stabbed them in the neck, leaving them to bleed out. The investigation also showed that ducks' feet were cut off while many birds continued to move.

Just months earlier, PETA Asia had investigated "responsible" Russian farms raising birds for down. A worker was seen stretching geese's necks across a stump and repeatedly hacking at them with a dull axe blade while the birds shrieked and struggled. Oversight of RDS compliance is so inadequate that the farm didn't even *know* that it was RDS-certified.

H&M has long provided affordable and stylish vegan fashions, including with its FLWRDWN fill—a delightful material created from wildflowers. Consumers don't want to support animal abuse, and we urge you to drop down in favor of such innovative materials. Until then, PETA supporters will be sure H&M can't forget us. Please make the solid business decision to change now.

Very truly yours,

Ingrid Newkirk  
President

PEOPLE FOR  
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TREATMENT  
OF ANIMALS

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