

April 9, 2024

Sheila Harrington  
Global Chief Executive Officer of Urban Outfitters and Free People Groups  
URBN - Urban Outfitters, Inc.

Dear Sheila:

Let's cut to the chase. Free People's recent decision to dye a live sheep named Tilly pink and parade her around a production set for its "Stand Out, Never Still" fashion campaign is cruel. It shows a callous disregard for animals and needs to be pulled immediately.

With this gratuitous use of an animal, Free People contradicts its purported message of individuality and empowerment. Dyeing a sheep pink just to produce advertisements for your brand says, "It's fashionable to manipulate animals' bodies for profit!"—the same cruel logic used to castrate lambs and chop off their tails during wool production.

Using live animals on set also poses significant risks to animals and humans, which can be easily avoided with CGI and other visual effects. Sheep, being highly sensitive and timid, are ill-suited for noisy, chaotic environments often found on production sets. They can become anxious when transported to unfamiliar environments and separated from the security of their flock. While not typically aggressive, when frightened, sheep can hurt people by attempting to flee. They can jump with enough force to break a handler's leg.

Unlike the deceptive happy images the ads attempt to convey, [14 PETA investigations of 117 wool operations on four continents](#) show that workers in the global wool industry mutilate and beat terrified sheep to obtain their fleece. PETA investigations have uncovered similar standard suffering of animals used and killed for [alpaca wool](#), [cashmere](#), [down](#), [leather](#), and [mohair](#).

Urban Outfitters brands have been "standing still" far too long, clinging to animal-derived fibers when cruelty-free vegan fibers are readily available. It's time to step into the future of fashion and go 100% vegan. It's time for Urban Outfitters to stand for animals not against them.

Sincerely,

Jacqui Sadashige  
Manager, Corporate Responsibility