

My General, François Lecointre
Grand Chancellor of the Legion of Honor
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Dear General,

Greetings from PETA. We write today to respectfully urge the rescinding of Pharrell Williams' recent appointment as a Knight of the Legion of Honor. This distinction, France's highest, should not be bestowed upon someone who has repeatedly demonstrated disregard for animal suffering—and broken his word.

As Creative Director at Louis Vuitton, Williams is fully aware of the brand's cruel legacy. PETA entities have sent him extensive documentation—investigations exposing animals bludgeoned, skinned alive, and confined to concrete pits and wire cages, all to supply exotic skins and fur for LVMH products.

Workers have been seen bashing [pythons](#) on the head with hammers and inflating them with water before skinning them—likely while they're still alive and able to feel pain. [Crocodiles](#) are kept in filthy concrete pits barely bigger than their bodies, before being dragged to the kill floor and violently killed. There, workers cut live crocodiles' necks open and ram metal rods down their spines while they are still conscious. [Ostriches](#) are confined to barren dirt feedlots before slaughtered in full view of their terrified flock mates. Meanwhile, foxes, minks and other [animals used for Louis Vuitton's fur pieces](#) are confined to filthy, cramped cages before workers break their necks or gas, electrocute, or suffocate them. Many are skinned alive.

Williams has acknowledged this. He responded to protestors with “You’re right, God bless you”. Yet despite public promises, nothing has changed. Animals are still being tortured and killed for fashion, and he continues to orchestrate it.

A title that celebrates honor should not be awarded to someone who chooses image over integrity. As Alfred de Musset wrote: « Il vaut mieux faire que dire ».

We urge you to consider stripping Pharrell Williams of his Legion of Honor.

Yours respectfully,



Mimi Bekhechi
PETA Vice President for Europe, the UK, and Australia

Entités internationales

- PETA Allemagne
- PETA Asie
- PETA Australie
- PETA États-Unis
- PETA Inde
- PETA Pays-Bas
- PETA Royaume-Uni