

PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

September 3, 2025

Chloe Malle
Head of Editorial Content
Vogue U.S

Dear Ms. Malle:

As the new president of People for the Ethical Treatment of Animals (PETA), may I congratulate you on your appointment as the new Head of Editorial Content at Vogue. As you no doubt know, many years ago, your lovely mother [narrated a video for us called “Changing Minds, Changing Times,” to celebrate PETA’s first 10 years](#), and we are banking on the apple (and the apple leather) not having fallen far from the kindness tree.

This is, of course, your moment to lead, and we have high hopes that means you are going to do wonderful things to influence and encourage *the next generation* of kind consumers by no longer featuring fur (of course!), and by showcasing fabulous, animal-friendly, cruelty-free materials that inflict no pain or death. Luckily, that’s easy nowadays with so many fabulous, novel, creative materials made from everything from apple to cactus to flowers. Please see our latest beautiful campaign, [Redefine Leather](#), featuring actor and influencer Caylee Cowan.

The vast majority of Gen Zers identify as animal rights activists, and while British Vogue kicked fur to the curb years ago, as did most companies and designers, Vogue has clung to this terribly old idea of glamour. Young people learn through social media how rabbits are kept in cramped wire cages and electrocuted or bludgeoned for fur; that cows are branded, dehorned, and have their necks slit for leather; that sheep are beaten, kicked, and cut to shreds for wool; and they are horrified and eager to choose vegan materials.

We hope that under your kind eye, Vogue will show that style and ethics are a good pair! We offer you our support and best wishes.

Sincerely,

Tracy Reiman
President

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