



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

August 27, 2026

Daniel Erv r
President and CEO
H&M Group

Dear Mr. Erv r:

Meet Lily. She's been shorn bloody and left battered. While Lily isn't a real sheep, the suffering she represents is, and we are sending her so that you can look squarely at what happens to sheep behind the reassuring language of your "responsible" wool.

PETA Asia recently investigated a NATIVA-certified wool operation in South Africa that sells wool through a broker supplying H&M Group with "responsible" wool. Workers were filmed kicking sheep, striking them with shearing equipment and wood, dragging lambs by their legs, and shearing animals so roughly that they were left bleeding. This is not an isolated case: PETA entities have exposed cruelty at more than 150 wool-industry operations across multiple continents, including at facilities certified to sell this so-called "responsible" wool.

Consumers are realizing that a label cannot stop a shearer's boot, and a certification is not a shield for sheep. H&M cannot claim the reputational benefit of "responsible" wool while disclaiming responsibility when certified systems repeatedly fail animals. Materials once considered inevitable in fashion have disappeared from H&M's collections before. Wool can—and should—be next.

Lily is only the beginning. Bloodied sheep like her will be appearing outside H&M stores across the United States, each time asking the same question: How much evidence of suffering will it take before you stop selling wool?

Drop wool, because sheep weren't born to be worn.

Sincerely,

Tracy Reiman
President

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