

## Prada Goes Fur-Free

Maria Klein (May 23, 2019)



Prada has finally decided to go fur-free. Although they have been reluctant in the past, the fashion house has now committed themselves to creating ethical products, viewing the change in style not as a setback but as an opportunity for new stimulating fashion designs.

In order to aid in animal protection, Prada has announced on May 22nd that it will go fur-free, starting with the Spring/Summer 2020 women's collections. The Italian fashion house has vouched, in collaboration with the [Fur Free Alliance](#) [2] (FFA), to no longer use animal furs in their future products.

Along with the FFA, which groups over 50 organizations in more than 40 countries, Prada has also worked with [The Humane Society](#) [3] of the United States and [LAV](#) [4], an Italian organization for animal rights.



Miuccia Prada herself believes this decision to be an important milestone for the company. Going fur-free has allowed for Prada to experiment with innovative materials, giving the fashion house the chance to explore new frontiers of creativity and express new forms of design. Prada hopes this change in style will give way to future growth within the company, benefiting both them and society.

Furthermore, the decision demonstrates the devotion Prada has shown in taking on social responsibility. The fashion house has expressed great consideration for the demand in today's society to enforce ethical products. Prada, with this commitment to stop using fur, is displaying their desire to link their values with those of society.

Prada is just the latest in a long line of other fashion groups that have also pledged to go fur-free. Additional companies include Giorgio Armani, Versace, Burberry, Michael Kors, Ralph Lauren and Gucci, as well as fur-free pioneers Stella McCartney and Vivienne Westwood.

"Technological progress made over the years allows us to have valid alternatives at our disposal that render the use of cruel practices unnecessary as regards animals," says Armani. "Pursuing the positive process undertaken long ago, my company is now taking a major step ahead, reflecting our attention to the critical issues of protecting and caring for the environment and animals."

In deciding to go fur-free, Prada is conveying that they too recognize the importance of having a morally correct product, and will continue to do so in the future.

**Source URL:** <http://iitaly.org/magazine/focus/art-culture/article/prada-goes-fur-free>

### Links

[1] <http://iitaly.org/files/prada1png-0>

[2] <https://www.furfreealliance.com/>

[3] <https://www.humanesociety.org/>

[4] <https://www.lav.it/>