

# Factfile



## The cruel message behind all fur

In post-war Britain, a fur coat represented the height of luxury and glamour. Screen stars wore full length coats of fox and sable and women who couldn't afford a coat still dreamed of a stole, fur trimmed clothes or jewellery.

By the 1960s however, fur was going out of style and by the late 20th century it was very unpopular. Animal welfare groups showed the public the cruelty of the fur industry, where animals were crushed, strangled and drowned in traps, or confined in barren cages on fur farms and slaughtered by cruel methods such as electrocution.

Among species killed in traps are foxes, badgers, beavers, bears, otters and raccoons; and on farms mink, arctic foxes, sable, chinchilla, rabbits (a separate industry from rabbit meat) and an estimated 2 million each of cats and dogs each year in China. In 2010, over 50 million mink and 3.5 million foxes were killed for the fur trade.

Because tanning relies on chemicals such as toluene and lead, fur is no more environmentally friendly than any man-made material and there is no way to produce fur without killing animals.

The International Fur Trade Federation estimated the global market to exceed \$15billion in 2012, driven by demand from China and Russia.

In 'vintage' fashion circles there is sometimes a belief that if the animal died a long time ago, it is ethical to wear its fur – but wearing vintage fur simply perpetuates a cruel trade. Animals suffering today could be sold at a vintage fair in 15 years' time.

### What can you do?

- Avoid clothes made of fur (vintage or otherwise) or garments that have fur trims
- When buying clothes, if you suspect the item or trim is real fur, you can check by pulling back the fibres. If the base is leather it will be real fur, but artificial fur will have a 'knitted' base
- Complain to any shop or business you see selling or marketing fur and ask them to stop
- Make a regular donation to support OneKind campaigns

**OneKind, 50 Montrose Terrace, Edinburgh EH7 5DL**  
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