

Fur research of the Zurich Animal Protection Association in Swiss fashion houses, autumn 2014

November 4th, 2014

As part of the new campaign «real fur - really cruel» the Zurich Animal Protection Association performed between August and November of this year 53 store checks at PKZ Men and Women, Jelmoli, Globus and Herren Globus in Zurich, Wallisellen (Glattzentrum), Winterthur, Spreitenbach, Basel, Bern, Lucerne, and St. Gallen. On top they inspected Modissa stores in greater Zurich and did some random checks in various other boutiques and department stores.

During the store visits, they verified whether real fur was for sale and whether the products were declared in full compliance with the new fur declaration law. As a result: Out of 46 stores offering real fur products, 42 showed severe declaration mistakes, which is almost a ratio of 90%. According to the new [Ordinance on the declaration of furs and fur products](#) the animal species and origin as well as the method in which the fur was gained or manufactured must be declared.

Conclusion of fur research at PKZ, Jelmoli and Globus

Not one of these three companies declared all of its fur products legally compliant. In addition to missing or wrong labels, often, the method in which the fur was gained or manufactured was not disclosed. And this despite that fact that this is the most important criteria for the consumer to decide. Whether the animal was kept in a cage with metal grid flooring or caught in a trap indicates the suffering the animal had to go through. Only if this information is available to the consumers they can consciously decide whether they wish to acquire a real fur product or not.

Declaration shortcomings of the different companies

- With the acquisition of Feldplausch, the **PKZ Group** has become one of Switzerland's largest fashion department store chains. PKZ Women has more real fur on offer than PKZ Men. It was disappointing to see, however, that not even the company's two private labels, «Paul Kehl» and «Paul» declared their products correctly.
- **Jelmoli** refers to itself as Switzerland's largest and most innovative department store. In any case, it has a very large choice of real fur products. Embarrassing confusing, however, were their declaration labels. Rabbits turned into minks and raccoon dogs into raccoons to only name a few of the found mistakes.
- The **Globus** chain of department stores belongs to Migros, just like Schild AG. While Schild clearly distances itself from real fur, Globus still has winter jackets with real fur trimmings as

part of its offer. Where are the ethical guidelines of the mother house? Migros should take on responsibility and should align the fur free approach across the group.

Further large Swiss department stores that sell real fur are:

- Bongénie Grieder
- Mode Bayard Group

Regional fashion stores that sell real fur are:

- Modissa AG (larger area of Zurich)
- Mode Weber (Eastern Switzerland).

Vögele does not sell any real fur and **Manor** will also be refraining from doing so in the winter of 2014/15. Both companies, however, are still hesitating to join the Fur Free Retailer Program (www.furfreeretailer.com). Why? Do they want to leave a back door open?

Manor - according to the company's press office - in the future wants to sell only clothes with trimmings made of rabbit fur as a waste product of animal-friendly livestock farming. In theory this might sound like an acceptable approach, but the Zurich Animal Protection Association is convinced that this type of livestock farming does not exist. The fur of rabbits kept in an animal-friendly manner is never as beautiful as required by the fur industry. Fur rabbits are therefore kept in individual cages, under horrible conditions. Moreover, fur rabbits are clearly a lot older (larger) than rabbits kept for consumption. The Zurich Animal Protection Association hopes that Manor will soon draw the same conclusion and finally decide to become definitively fur-free.