



FOUR PAWS International  
Helmut Dungler  
Linke Wienzeile 236  
1150 Wien  
Austria

Christopher Bailey  
Burberry  
Horseferry House  
Horseferry Road  
London SW1P 2AW

7<sup>th</sup> October 2014

Dear Mr Bailey,

**Animal fur within Burberry collections**

On behalf of the international animal welfare organisation FOUR PAWS, I would like to express again our serious concern that Burberry continues to use real animal fur for its collections. In February 2014 FOUR PAWS informed your company about the cruel conditions at Finnish fur farms related to your main supplier, Saga Furs. We provided a number of points explaining why fur farming – including production in certified farms such as in Finland – does not meet even basic animal welfare requirements and therefore cannot possibly comply with Burberry's own high welfare standards. Unfortunately, Burberry answered on a very general level, emphasising a regular dialogue with fur suppliers, better monitoring and enhancing standards of welfare conditions. It did not include a more detailed response addressing our points of concern or outlining concrete measures that you are taking to ensure welfare conditions are improved.

This year FOUR PAWS received photo material and video footage, as well as further documentation, from several different Finnish fox farms, which clearly prove that the conditions have not changed at all. Again, the evidence shows the cruel and unhygienic conditions for adult foxes and cubs and demonstrates the many issues that are prevalent on these farms, including behavioural disorders suffered by the foxes, eye diseases, abnormal tails and other deformities, and even cannibalism. According to Saga Furs 97 percent of the Finnish fur production is certified. The documentation also proves the involvement of Saga Furs and the Finnish Fur Breeders' Association. Selected footage can be seen in this short film: <http://youtu.be/kNEmdoBPH98>

It is now the second time that FOUR PAWS has provided evidence to Burberry that proves that conditions in Finnish fur farms do not meet high welfare standards and are no better than on other fur farms elsewhere. This documentation is in addition to concerns raised by many welfare groups as well as the results of inspections by the Finnish authority in the past few years, details of which were shared with you in our letter back in February 2014.

We are sure you will agree that such conditions are unacceptable and do not align with Burberry's CSR commitment to protect your global supply chain and those animals which are impacted by your business. If Burberry wishes to be seen as ethically sound then it must actively work to address these concerns and uphold its CSR values. However our organization has not as yet seen any indication that

VIER PFOTEN – International  
gemeinnützige Privatstiftung  
Linke Wienzeile 236  
1150 Wien, Austria

phone: +43-1- 545 50 20-0  
fax: +43-1- 545 50 20-99  
e-mail: [office@vier-pfoten.at](mailto:office@vier-pfoten.at)  
[www.vier-pfoten.at](http://www.vier-pfoten.at)

Bank Austria  
BLZ 12000  
Kto.Nr. 51583 888444  
HG Wien FN 227934y



Burberry is taking these welfare concerns seriously.

FOUR PAWS would very much appreciate the opportunity to meet with you personally and discuss this matter in a constructive way. At the same time and in the hope you agree to meet, we ask for an official date for handing over the messages/signatures of more tens of thousands of people who are calling on Burberry to stop using real fur. We would appreciate if such a meeting could take place at the earliest opportunity in October 2014. In the meantime, we will be continuing with our work to educate the public about the reality of fur farming and will be launching our latest awareness initiative this month.

Attached is a photograph of one of the foxes currently living in a Finish fox farm. We have named the fox Kimi and his image will be at the centre of our communication we are launching to raise awareness of this horrendous industry. Kimi was born in April this year and is going to be electrocuted in November to produce a fashion item, possibly for Burberry.

But you can make a difference.

As a globally known luxury brand your company could become a forerunner and trigger change in the whole luxury market by ending the use of real fur in your products. FOUR PAWS kindly asks you to now give this matter serious attention. We repeat our call on Burberry and on you as CEO to end the usage of animal fur in your collections.

Again, we remain committed and available for a meeting to discuss this matter further.

Yours sincerely,

Helmut Dungler  
President FOUR PAWS

FOUR PAWS is member of the international Fur Free Alliance, an international coalition of leading animal protection organizations representing millions of supporters worldwide. The Fur Free Alliance would be delighted to positively promote a welfare friendly decision of Burberry concerning the use of real fur. The Fur Free alliance also supports the International Fur Free Retailer program for fashion companies. Worldwide more than 300 fashion companies including many global leading brands joined this initiative and have proven that they are socially responsible and care about animals.



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