



Dear Mr Bailey,

Thank you for your reply of 13 October 2014.

Unfortunately, through your Corporate Responsibility Department, you have informed us that you will continue to ignore clear evidence of unacceptable keeping conditions on Finnish fur farms. With great regret we also note that Burberry wishes to persist in using real fur in its products. Furthermore, you have yet again refused a personal discussion – and thereby a chance for us to work together towards a solution to these cruel and outdated practices. FOUR PAWS considers that in so doing, you are disregarding the requirements for ethical animal welfare standards as stated by your own company as part of your CSR policy.

Over recent months, thousands of people around the world have expressed their clear wish that Burberry finally abandons using real fur in your collections. Naturally, this is also the wish of a significant majority of the British public. Additionally, in January 2014, a representative survey by YouGov showed that 74 percent of British citizens believe that breeding animals for fur clothing is simply wrong. 73 percent of respondents are of the opinion that luxury labels such as Burberry should not use real fur in their product ranges. Surveys in other European countries give similarly clear results.

The images already in your possession – of numerous fox farms in Finland with distinct connections to your supplier Saga Furs – show that the animal welfare standards you supposedly demand of fur farms that you source from, are clearly not being met. This means that Burberry causes animals – even particularly sensitive young animals – to suffer for fashion. Equally disappointing is the continued evasive nature of your company's responses. With the help of a large number of supporters, FOUR PAWS will continue to push for Burberry to become fur-free. We still hope you will recognise the incompatibility between the stated ethical standards of your company and the reality of the situation on fur farms, and we remain available for constructive discussions.

Mr. Bailey, you personally can take this admirable and compassionate step. By opting for a future without real fur, you can set an important milestone for Burberry.

Yours sincerely,

Helmut Dungler  
President FOUR PAWS

**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.org](mailto:office@vier-pfoten.org)  
[www.vier-pfoten.org](http://www.vier-pfoten.org)

Bank Austria  
IBAN: AT13 12000 51583888444  
BIC: BKAUATWW  
HG Wien: FN 227934y