



**An Open Letter to**

**Designers. Stylists. Models.**

**And anyone else who cares about looking good.**

You heard us.

**We need to talk about feathers.**

How did we all look away for a moment and replace fur with feathers?

Feathers for trim here. A full cape there.

An entire feather trend flowing into this season's collections.

Well here's the bit no one's putting on the label:

**Birds are alive when their feathers are plucked.**

The feathers are not found. Or fallen.

**Birds are being harmed**

when fashion uses feathers as decoration.

**Birds are being killed**

so you can have beautiful feathers for that look you want.

Think back to fur.

Fur should never have been seen as beautiful on anyone

but the animal it belonged to.

It just took the industry decades to admit it.

And now, for the first time, fur is banned to use at Fashion Week.

**Feathers need to be next.**

Because feathers belong on the bird, not your runways.

A bird actually needs them and you very much don't.

**Designers. Stylists. Models.**

We need you to do what you do best.

Use sequins, use embroidery, use your imagination.

Set that trend that the rest of the world will follow.

Make us look showstoppingly gorgeous - without

harming our friends, the animals.

**Birds don't have voices to stand up for themselves.**

But we do.

And we will.

We hope there are more in the fashion world that will

speak with us. Let's raise awareness of this. Let's care.

**Let's get the plucking courage to do what's right.**

~~EXPLOITERS~~  
FRIENDS  
of ANIMALS

**JOIN THE  
FEATHER  
F R E E  
MOVEMENT**