

ALICIA SILVERSTONE WOULD 'RATHER GO NAKED THAN WEAR WOOL'

Tuesday 22 November, 2016

Standing *au naturel* in a lush green forest, Alicia Silverstone bares all in a new PETA campaign shot by renowned celebrity photographer Brian Bowen Smith, which proclaims, "I'd Rather Go Naked Than Wear Wool. Wear Vegan". The ad, [available here](#), is the latest addition to PETA's iconic "I'd Rather Go Naked" series, which has highlighted the plight of animals killed for clothing for the last two decades.

In a [video interview](#) with PETA, Silverstone reveals the *naked truth* about wool: "[I]t's just so fast, the shearing process", she says. "[The sheep are] cut, they're harmed. They get very seriously wounded, and there's no care for them when they're wounded. It's just, 'Move on to the next'."

That's why she's teaming up with PETA to promote a #WoolFreeWinter. "Why not make that leap?" she asks. "Say, 'I'm never going to buy wool again'."

PETA – whose motto reads, in part, that "animals are not ours to wear" – has repeatedly exposed cruelty to sheep in the wool industry. Impatient workers have been caught punching, kicking, and stomping on sheep, some of whom have died as a result of the abuse. When they're no longer useful to the wool industry, they're slaughtered.

Silverstone has been a PETA US supporter since her *Clueless* days and is part of a long list of celebrities – including Eva Mendes, Pink, Penélope Cruz, Lucy Watson, and Pamela Anderson – who have bared all to help PETA and its international affiliates promote kinder wardrobe choices.

For more information, please visit PETA.org.uk.

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