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'."

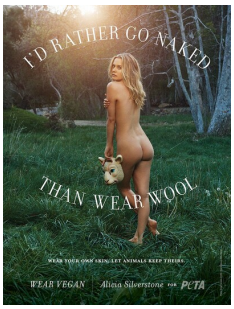
That's why she's teaming up with PETA to promote a #WoolFreeWinter. "Why not make that leap?" she asks. "Say, 'I'm never going to buy wool again'."

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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PETA

E. BenW@peta.org.uk
W. https://www.peta.org.uk/

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