ASOS, BURBERRY, AND HELSINKI FASHION WEEK AMONG WINNERS OF PETA FASHION AWARDS 2018

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Group Commends the Luxury Labels, Fashion Moments, and Progressive Brands That Have Made Big Statements for Animals This Year

London – As consumers continue to demand ethical clothing and accessories for which animals weren't beaten, slaughtered, or skinned – as well as materials that are kinder to the environment – the fashion industry is taking note. The PETA Fashion Awards celebrate the luxury labels, fashion moments, and forward-thinking brands that have made big statements for animals in 2018.

Brands like Coach, Burberry, Michael Kors, and Diane von Furstenberg made this year's Biggest Luxury Fashion Moment by banning fur from future collections, and Helsinki Fashion Week was awarded Most Progressive Fashion Event for its decision to ban leather from its catwalks starting from 2019. Over 300 brands committed to banning mohair, resulting in the Biggest High-Street Fashion Moment. Ecopel was honoured with an Innovation Award for its new faux-fur fabric made from recycled plastic bottles, while ASOS was crowned Most Progressive Online Platform for announcing that it'll introduce a ban on mohair, silk, feathers, and cashmere.

"Vegan living is now the fastest-growing lifestyle across all developed economies, and consumers are looking to purchase clothes and accessories that are consistent with their values for both animals and the planet," says PETA Director Elisa Allen. "The fashion industry is increasingly embracing vegan fabrics, and the days of treating sentient beings as raw materials are numbered."

Other winners include Felder Felder, which took the Collaboration Award for partnering with Ecoalf on a capsule collection of coats made from recycled materials; Jakke, which won the Best Wool-Free Collection award for its new range of knitwear that proudly proclaims to be "Free From Wool"; Save the Duck, which was awarded Best Down-Free Brand for its recycled outerwear free of animal fillers; Alexandra K, which took home the Best Vegan Bags prize for its innovative accessories in apple leather; Dr Martens, which won the Best Vegan Boot Collection award for its vegan range, showcased in eye-catching vegan-themed shop windows; and Veja, which received the Best Vegan Shoe Collection prize for its vegan leather and organic cotton collection.

PETA – whose motto reads, in part, that "animals are not ours to wear" – notes that turning animal skin into garments requires massive amounts of energy and dangerous chemicals, which are damaging to the environment. The *Pulse of the Fashion Industry* report revealed that three of the four most environmentally damaging materials are animal-derived. Leather – followed by silk – was found to be the most polluting material in fashion, with double the impact of fibres such as acrylic and polyester. A report by research company CE Delft found that producing a garment made out of animal fur is up to 10 times more harmful to the environment than producing one using faux fur.

For more information on each category and to see all the winners, please visitPETA.org.uk.

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