

MONKEE GENES GOES VEGAN, OFFERS LIMITED-EDITION PLEATHER 'PETA-APPROVED' LABEL

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Top Denim Brand Marks Earth Day With Move to Leather-Free, Recycled Cardboard Jean Patches

London – Just in time for Earth Day, UK denim label Monkee Genes – which is favoured by stars such as Jared Leto and One Direction's Louis Tomlinson and is also the first and only jeans label to be certified by the Soil Association for organic standards and the Global Organic Textile Standard – is amping up its eco-friendly cred, thanks to a partnership with PETA. The retailer has switched from offering leather jean patches to all animal-free, coated recycled cardboard patches – and to celebrate the move, Monkee Genes has produced a limited-edition patch carrying the "PETA-Approved Vegan" logo (photo available here).

"Monkee Genes is at the head of the pack when it comes to offering products that are as kind to the Earth as they are to animals", says PETA UK Associate Director Mimi Bekhechi. "The 'PETA-Approved Vegan' logo on the back of the new Monkee Genes jeans will let style-minded, eco-conscious consumers know that no animals were hurt or killed in the production of these chic trousers."

Most leather comes from countries such as India and China, where animal welfare laws are either non-existent or not enforced. Many animals who are killed for their skin endure castration, branding, tail-docking and dehorning – all without any painkillers. At abattoirs, many are skinned and dismembered while they are still conscious. In addition, tanneries are notorious for polluting the surrounding land and water, and tannery workers are often exposed to excessive amounts of deadly chemicals, including arsenic. Not only are modern alternatives to animal skin – such as Ultraleather and Dinamica – animal- and eco-friendly, they also out-perform leather. As well as being indistinguishable from the real thing, they are breathable, waterproof and resistant to cracking and abrasion.

People can purchase jeans at MonkeeGenes.com, and visitors to PETA.org.uk can enter before 30th April to win a pair of Monkee Genes jeans with the limited-edition PETA patch.

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

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