Photos: Models Proclaim, 'we'd Rather Go Naked Than Wear Fur', On Eve Of London Fashion Week

Thursday 19 February, 2015

Beauties Team Up With PETA to Highlight Fur Industry's Cruelty to Animals

London – Covered only by a banner proclaiming, "We'd Rather Go Naked Than Wear Fur", a trio of models braved the cold on Thursday outside Somerset House, the site of upcoming London Fashion Week shows. The nearly nude trio reminded passers-by that cruelty to animals is *never* fashionable.

Photos from the event are available here**,** here **and** here**.**

"Fashion should be fun, not fatal", says PETA Director Mimi Bekhechi. "No jacket, scarf or piece of trim is worth electrocuting, bludgeoning, strangling or skinning alive a thinking, feeling animal."

As documented by PETA, whose motto reads, in part, that "animals are not ours to wear", animals such as foxes, rabbits and minks on fur farms are confined to cramped, filthy cages before they're killed in order to produce fur coats, collars and cuffs. This video, narrated by Paloma Faith, reveals what life is like for animals on fur farms in Europe and around the globe – even in countries that claim to have high welfare standards.

Fashionistas who have a change of heart about wearing fur after learning about this cruelty can donate unwanted furs to PETA so that they can be used in anti-fur demonstrations, donated to animal shelters for orphaned animals to sleep on or donated to the homeless.

Many top designers – including Vivienne Westwood, Stella McCartney, Simone Rocha, Shrimps and high-street favourite Topshop – are completely fur-free. A total of 95 per cent of the British public refuse to wear real fur, including celebrities such as Kate Winslet, Alexa Chung and Ellie Goulding.

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

Related Sectors:

Charities & non-profits :: Farming & Animals ::

Scan Me:

Company Contact:

_

PETA

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

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.peta.pressat.co.uk