PUNK MODELS LEAD 'VEGAN FASHION REVOLUTION' DURING FASHION WEEK

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As London celebrates 40 years of punk, PETA sparked its own"Vegan Fashion Revolution" outside the official opening of London Fashion Week today. Four models decked out in vegan leather and tartan caused a riot by brandishing "Fur is Dead", "Leather is Dead", and "Wool is Dead" placards and declaring that the future of fashion lies in eco- and animal-friendly vegan designs.

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

"Every scrap of fur, leather, or wool means a lifetime of suffering and a terrifying death for a fox, cow, or sheep", says PETA Director Elisa Allen. "PETA is calling for a fashion revolution because with all the high-quality, innovative vegan fabrics available, there is simply no excuse for wearing animal skins."

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 to producefur coats, collars, and cuffs. Cows destined to be killed for leather endure painful mutilations, and a PETA exposé revealed a thriving dog-leather industry in China. In shearing sheds around the world , sheep are cut, kicked, punched, and killed by impatient shearers.

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

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