SUCCESS OF ESPRIT'S 'PETA-APPROVED VEGAN' TRAINERS PROMPTS NEW EXPANDED LINE

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Stylish, Eco-Friendly, Leather-Free Designs Now Include Ballet Flats, Sandals and More

London – International retailer **Esprit's** first line of leather-free women's trainers – which debuted last summer and carried a "PETA-Approved Vegan" hanging tag – was so overwhelmingly successful that the company is expanding their animal- and eco-friendly line. The second, even bigger collection of "PETA-Approved Vegan" shoes now incorporates 25 different styles. In addition to trainers, the new line includes ballet flats, sandals and loafers, which shoppers can buy online or at select Esprit brick-and-mortar shops. With a presence in over 40 countries and more than 900 retail stores, the global fashion brand is leading the way in promoting animal-free fashions.

"Esprit was founded on a basis of creativity and responsibility and this spirit is still alive today. This is reflected in our continued efforts to transfer the philosophy of appealing vegan fashion to a commercial lifestyle product," says Martin Krist, Global Business Manager Shoes, Esprit. "With PETA's support, we can bring more transparency to conscious consumers and hope to further expand this collaboration."

The tags (photo available here and here) – in English, French and German – read, "This product has been designed to be kind to animals. It is vegan approved by PETA, meaning that no animal has been involved in the production of this product."

"Loafers, sandals, flats – shoppers seeking stylish leather-free shoes have more choices than ever, thanks to Esprit's latest 'PETA-Approved Vegan' line", says PETA UK Associate Director Mimi Bekhechi. "The success of Esprit's vegan designs is proof of the enormous demand from consumers around the world for sustainable, animal-friendly fashion."

The environmental footprint of animal-free fabrics – regardless of whether they are natural or synthetic – is minor compared to the environmental devastation caused by factory farming. From carbon emissions produced by cattle farms to toxic tannery chemicals that pollute nearby water supplies, the leather industry has a devastating impact on the Earth. As well as being "greener" than leather, vegan materials also spare animals castration, branding, tail-docking and other cruelties – including those endured in the thrivingdog-leather industry that PETA recently exposed in China.

The internationally recognised "PETA-Approved Vegan" logo helps shoppers identify cruelty-free products at a glance. The use of the logo allows designers and retailers the opportunity to showcase their cruelty-free items and raise awareness of sustainable and ethical fashion.

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

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