VEGAN MALE MODELS TO PROTEST WOOLMARK DESIGN COMPETITION AT MEN'S FASHION WEEK

Thursday 8 January, 2015

Related Sectors:

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

Scan Me:

PETA Exposes How Wool Industry Workers Beat, Stamp on, and Mutilate Sheep

What: Bearing a bloody "lamb" prop and signs proclaiming, "Don't Pull the Wool Over Your Eyes", three vegan male models in faux-wool jumpers and blindfolds will be at Somerset House – the site of the finals of Woolmark's menswear design competition, as part of "London Collections: Men" – to protest the wool industry's cruelty to sheep.

"There's nothing 'manly' about the cowardly shearers who were filmed punching sensitive sheep, slamming them into the floor, stamping on their heads and even killing them for their wool", says PETA Director Mimi Bekhechi. "PETA is calling on all kind people to leave wool on the rack and instead opt for technologically advanced and cruelty-free options such as rayon, woven metal and soya silk."

PETA US, whose motto reads, in part, that "animals are not ours to wear", released an international exposé of the wool industry in Australia – the source of 90 per cent of the world's merino wool – and the U.S., which revealed that workers violently punched scared sheep in the face, stamped and stood on the animals' heads and necks and beat and jabbed them in the face with electric clippers and a hammer. Some sheep even died from the abuse, including one whose neck was twisted. The worker who killed the sheep admitted, "I get angry". Life for British sheep is no easier. Wool producers subject lambs to painful mutilations – including castration without any painkillers. It's considered normal in the wool industry for at least 4 per cent of young lambs to die every spring, primarily because of poor nutrition, and lameness caused by untreated scald and foot rot (painful bacterial infections) is found in about 18 per cent of British flocks. The only way to be sure that you're not supporting cruelty is to leave wool – and all other clothing made from animals – out of your wardrobe.

When: Friday, January 9, 11 am

Where: Somerset House, outside Kings College, Strand, London, WC2R 2LS

Your coverage is invited. RSVP to Hannah Levitt at +44 (0) 20 7837 6327 or HannahL@peta.org.uk.

Broadcast-quality video footage from PETA's investigations is available upon request. For more information, please visit **PETA.org.uk**.

#

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