Zara Reverses Stance On Angora Products

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Zara Changes Follow Similar Actions from H&M and UK Retailers Topshop and Asos

Zara, the flagship chain store of the Inditex group, the world's largest apparel retailer, has halted orders of products containing angora wool following massive consumer pressure from SumOfUs.org members and video footage released by PETA last week that showed rabbits screaming in pain as their fur was torn off at angora farms in China.

More than 280,000 people signed a petition demanding Zara stop production of angora products immediately. H&M and major UK retailers Topshop and Asos had already ceased and discontinued production of all angora products following a petition by SumOfUs.org members.

View the petition: http://action.sumofus.org/a/topshop-angora-rabbit/5/2/?sub=pr

View the statement on Angora wool from Inditex: http://bit.ly/IYO3Xe
View photos submitted by SumOfUs members: http://superbunnywarrior.tumblr.com/
"Customers have demanded that the brutal treatment of angora rabbits stop immediately," said Hanna Thomas, campaigner for SumOfUs.org. "After incredible pressure, Zara needs to honor this commitment and ensure that no products it sells come at the cost of animal cruelty and agony. Zara joins a growing list of retailers who have taken action to address angora products, including: Topshop, New Look, Esprit, Asos, Whistles, M&S, Next and C&A."

Thousands of SumOfUs.org members posted about the campaign on social media while dozens more sent bunny photos advocating for fair treatment and supplier pressure to end the brutal treatment of angora rabbits. 90 percent of angora fur comes from China, where there are no penalties for abuse.

Inditex, the multinational clothing company that owns Zara, referred to a statement on its website that reads in part: "Inditex will not place any further order with any supplier for products containing angora wool until each relevant facility has been previously inspected again and the findings reviewed."

Topshop, in a statement to SumOfUs.org, said: "Having listened to the concerns of customers, and further to an in-depth discussion with PETA regarding the use of angora, we have instructed our suppliers to halt the sourcing of product containing angora fibre whilst we investigate alternatives."

Asos, in a separate statement to SumOfUs.org, explained: "As an online global fashion destination, ASOS firmly believes it is not acceptable for animals to suffer in the name of fashion or cosmetics. ASOS is a member of the Fur Free Alliance of retailers and recognises that the sourcing of angora and other rabbit hair products causes distress to animals. As such, we will remove all ASOS and third party branded product that fails to meet the policy and no new orders will be raised containing angora or other rabbit hair. ASOS requires its suppliers to implement industry recognised best practice standards to ensure animal welfare is safeguarded at all times, and is committed to working closely with our suppliers to source alternative materials. Customers concerned about angora items they have purchased at ASOS are entitled to a full refund. ASOS will be angora free by the end of December 2013."

-Ends-

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SumOfUs.org is a global movement of consumers, investors, and workers all around the world, standing together to hold corporations accountable for their actions and forge a new, sustainable and just path for our global economy.

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