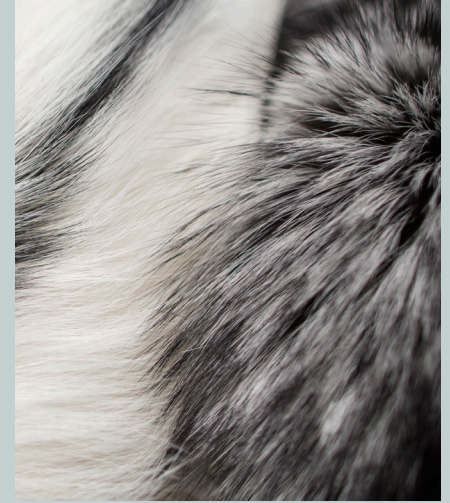


INTERNATIONAL
I F F
FUR FEDERATION



Natural Fur
Delivering sustainability



Fur sector launches global sustainability strategy 'Natural Fur': commitments on animal welfare, environment and people

The global fur industry will launch ambitious programs and a clear direction of travel for the industry and wider supply chain around animal welfare, environmental protection and for the people and communities that work in the sector as part of its first sustainability strategy.

The strategy will be launched by the International Fur Federation (IFF), the global body for the fur sector, at an event to coincide with London Fashion Week at the Danish Embassy in London on 17th February.

CHIEF EXECUTIVE OF THE IFF,
MARK OATEN COMMENTED:

"This strategy will set out a framework and future ambitions for the fur sector, based around the UN's sustainable development goals, and will consist of ground-breaking global initiatives, targeted interventions and clear goals that will move the industry to becoming truly sustainable.

"Fur is one of the most sustainable natural materials, the epitome of 'slow fashion', and is an industry worth an estimated \$30billion per year that employs hundreds of thousands across the globe. All of those involved in the sector and wider supply chain have a role to play in helping to meet and deliver these ambitious goals and this strategy will help them to do that."

The Natural Fur Strategy will consist of 3 key pillars and 8 major initiatives:



WELFARE

- Already based on stringent controls, standards and independent inspection, the fur industry will in 2020 launch FURMARK, a global welfare certification and traceability scheme that will incorporate a range of species-specific farm raised and wild fur programs providing consumers visibility and transparency
- Seek to bring other fur bearing species and country specific programs into FURMARK by 2025 as the respective science-based, certification standards are implemented and independently assessed



ENVIRONMENT

- In 2020, publish independent science-based evaluations of the carbon footprint of farm raised and wild fur followed by the introduction of ambitious ten-year reduction targets
- In 2020, roll out a comprehensive chemical standard for the dressing and dying process backed by third party inspection and verification
- In 2020, expand sector programs to promote re-use, up-cycling and recycling of natural fur



PEOPLE

- In 2020, roll out the requirement of businesses involved in the fur sector to ensure globally recognised business practices including anti-corruption policies
- In 2020, roll out initiatives to recognise the role of workers within the supply chain including adoption of industry wide anti-slavery commitments and recognition of indigenous peoples involved in fur production
- By 2025 introduce social and environmental certification through the FURMARK supply chain up-cycling and recycling of natural fur