

MAKE FUR HISTORY



MISLABELLING AND CONSUMER PROTECTION

A 2017 investigation across 10 EU countries found widespread non-compliance of the legislation relating to the labelling of real animal fur, Article 12 of the 2011 EU Textile Regulation: 68% of the items checked failed to carry the required wording.

Consumers, the majority of whom reject real fur on welfare grounds, need clear and accurate labelling to make informed buying choices. Real animal and faux fur garments are becoming increasingly similar in their look, feel and price. The current labelling system is inconsistent and ineffective, it fails to provide a straightforward method to alert customers to the presence of real animal fur.



Coat with fur collar of raccoon dog fur. Purchased in Germany.

Text on product label: '100% POLYESTER'

THE ABSENCE OF A CLEAR FUR LABELLING SYSTEM IS FAILING THE CONSUMER.

- The required wording does not tell consumers what they need to know in plain language
- The Regulation covers only textiles and therefore a large number of products, from footwear to handbags and accessories (such as key rings), containing real animal fur do not require any labelling

- The required wording must be used whenever there is any non-textile part present, including leather, down, or a bone button. This makes it impossible to identify real fur from the label if there is another animal product present
- There is no requirement in the Regulation for the Article 12 wording to be displayed alongside items offered for sale online
- Products that contain more than 20% real fur, such as full fur coats, are not classified as textile products and fall outside of any labelling requirements.



Gloves with real animal fur trim. Purchased in Lithuania.

Text on product label: '30% COTTON, 70% POLYESTER'

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Many EU countries have ceased or restricted fur farming. If a product is concerning enough for its production to be curtailed, then surely consumers deserve to be able to accurately identify it in the marketplace.



More than 20% fur: does not require any labelling.

Garments that are comprised of less than 80 percent textile fibres fall outside the scope of the Textile Regulation. Perversely, the more animal fur that is used in a garment, the less the legal requirement for it to be labelled.



Less than 20% fur: does require Article 12 wording.

RECOMMENDED ACTIONS FOR THE EUROPEAN COMMISSION:

To put in place a new legislative requirement that ensures EU consumers can be confident of avoiding products placed on the internal market, which they find morally unacceptable

The new labelling law should require the inclusion of product information detailing:

- the species from which the fur derives (both the common and scientific name)
- the country of origin of the fur (where the animal was bred or hunted and killed)
- how the animal was reared and killed (whether the animal was caught by trapping or reared in a cage with a wire floor, for example)

This information should be mandatory for all products that contain real animal fur, including all clothing, handbags, footwear and accessories, irrespective of the value of the product or the percentage, or weight, of the fur involved. It should be clearly visible, printed on the main fabric content label sewn in to the product and also written clearly within the main product description of all items placed for sale online or in a printed catalogue.

