PVH to ban exotic skins after PETA appeal

By Jennifer Braun - 11 September 2020

PVH Corp. has agreed to stop using exotic-animal skins, the People for the Ethical Treatment of Animals (PETA) said on Thursday.

The parent company of Tommy Hilfiger and Calvin Klein said that the decision is part of its “long-term strategy to drive fashion forward for good.”

According to PETA, the move follows discussions with both brands about the wildlife trade’s connection to contagious diseases like Covid-19.

Hilfiger said in a statement provided by PETA: “At Tommy Hilfiger, we’re committed to creating a better fashion industry by creating fashion that ‘Wastes Nothing and Welcomes All.’ We have always and will always take the
Industry by creating fashion that ‘Wastes Nothing and Welcomes All.’ We have always and will always take the environment, human rights, our community and related matters very seriously, which is why we don’t use fur or exotic skins in any of our collections. Together, we can drive fashion forward.”

While several labels have gradually decided to stop using animal fur in their collections, many are also now adopting the same policy for exotic skins.

Most recently, PETA has equally turned its attention to the use of wool, cashmere and mohair, denouncing exploitative practices in the wool industry worldwide.

PVH joins Brooks Brothers, Jil Sander, Chanel, Diane von Furstenberg, Hugo Boss, Victoria Beckham, Vivienne Westwood, and many other companies in banning exotic skins.

PETA said it sent PVH a box of gourmet vegan chocolates as a thank you, while senior vice president Dan Mathews added that “PETA is toasting Tommy Hilfiger for banning exotic-animal skins from his collections.”

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