By the end of 2015, all of Danish brand house Bestseller's brands will have stopped using angora fur in their products, the company has announced. The majority of them have already done so.

Bestseller has brands including Vero Moda, Vila, Only and Jack & Jones, and more than 3,000 branded chain stores across 38 markets worldwide.

"Despite the fact that we have found no evidence of live-plucking of rabbits at our angora suppliers, we cannot ensure at all times that animal welfare is at an acceptable level at the angora farms which are mainly located in China," says Katrine Milman, CSR Responsible.

"We believe now is the right time for us to take this decision. Animal welfare is of high concern to BESTSELLER, and we do not accept under any circumstances that animals are harmed in the process of manufacturing our products. Part of our Animal Welfare Policy is e.g. that we do not use real fur of any type in our products nor wool from sheep that have been exposed to mulesing etc."

A number of other large brands have already stopped using angora fur, which PETA says is ripped off real rabbits as they scream in pain. Among the companies that already refuse to sell angora are Inditex, M&S, Topshop, Primark, H&M and Forever 21.