

GIORGIO ARMANI

Giorgio Armani announces the commitment to cease the use of animal fur

The Armani Group, in agreement with Fur Free Alliance announces its commitment to cease the use of animal fur, for all its products.

Starting from the fall winter 2016 season, all of the garments in the Armani Group's collections will therefore be fur free.

"I am pleased to announce that the Armani Group has made a firm commitment to abolish the use of animal fur in its collections. Technological progress made over the years allows us to have valid alternatives at our disposition that render the use of cruel practices unnecessary as regards animals. Pursuing the positive process undertaken long ago, my company is now taking a major step ahead, reflecting our attention to the critical issues of protecting and caring for the environment and animals", said Giorgio Armani

"Armani's fur-free announcement makes it clear that designers and consumers can have creative freedom and luxury all without supporting animal cruelty. Mr. Armani has been a trendsetter in the fashion world for decades and this latest announcement is proof that compassion and innovation are the future of fashion", said Joh Vinding, Chairman of the Fur Free Alliance.