

THE PRADA GROUP'S FUR-FREE POLICY FREQUENTLY ASKED QUESTIONS

What is the Prada Group's fur policy?

Starting with the Spring/Summer 2020 Women's Collection, the Prada Group will no longer use animal fur in its designs or new products. Announced on May 22nd 2019, in collaboration with the Fur Free Alliance (FFA) - a coalition of more than 50 animal protection organizations from over 40 countries - the Group's fur-free policy is the culmination of positive dialogue between the Prada Group, FFA members, LAV and the Humane Society of the United States.

Why is the Prada Group going fur-free?

The Group is dedicated to continually creating products that are innovative and it relies on socially responsible processes. This will allow the company to explore new boundaries of creative design while meeting the demand for ethical products.

What products are covered by the fur-free policy?

The Prada Group is dedicated to developing humane alternatives to fur that are cruelty-free. According to the Fur Free Retailer program, fur is the pelt of any animal - including, but not limited to, mink, fox, rabbit, karakul lamb, and raccoon dog - killed mainly for its fur. The Prada Group will continue sell leather and other products that are considered to be a by-product of the meat trade (Example: sheepskin and calfskin).*

What will the Prada Group do with its remaining fur inventory?

On May 22nd 2019, the Prada Group announced that it will be fur-free starting with its Spring/Summer 2020 Women's Collection, meaning that it will not produce any new fur products after that date. The inventory will be sold until quantities will be exhausted. Furthermore, starting from the aforementioned collection, the Group will no longer purchase any quantity of raw fur.

Relevant Quotes:

- "The Prada Group is committed to innovation and social responsibility, and our fur-free policy - reached following a positive dialogue with the Fur Free Alliance, in particular with LAV and the Humane Society of the United States - is an extension of that engagement," said Miuccia Prada. "Focusing on innovative materials will allow the company to explore new boundaries of creative design while meeting the demand for ethical products."
- "The Fur Free Alliance applauds the Prada Group for going fur-free", said Joh Vinding, Chairman of the Fur Free Alliance. "The Prada Group with its brands now joins a growing list of fur-free brands that are responding to consumers' changing attitudes towards animals."
- "The Prada Group's decision to go fur-free is consistent with the new concept of ethical luxury and meets the expectations of new consumers who are more careful in choosing sustainable products that respect the environment and animals," said Simone Pavesi, manager of the Animal Free Fashion Area for LAV.
- "With the Prada Group's fur-free announcement, one of the biggest names in fashion just became a leader in animal welfare and innovation for generations to come," said PJ Smith, director of fashion policy at The Humane Society of the United States.

PRADA Group

- Brigit Oele, program manager for Fur Free Alliance, said: "The Prada Group was one of the fastest companies to go fur-free once positive dialogue began a little more than a year ago. The Fur Free Retailer Program includes 1,000 companies, showing that this global movement is gaining momentum fast, and it's very unlikely that fur will ever return as an acceptable trend. This is a great day for animals!"

For more information on the Prada Group's fur policy, please visit www.pradagroup.com

* To receive the full list of materials that are considered to be a by-product of the meat trade please contact our Client Services at the following email addresses:

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Americas: client.service.americas@prada.com

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