

# Let's stop ESCADA's furtrade!

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## ESCADA'S FUR POLICY

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After ESCADA was a target of international protests of animal rights activists from 2007-2010, the luxury fashion company declared to go furfree, including the fur of rabbits and Karakul lambs. In 2017 ESCADA started to sell real fur again. They offered clothes with fur of foxes and rabbits and other animals again in their shops and online. Animal rights organisations contacted Escada, but the company ignored every attempt to talk about their new fur policy.



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## THE FUR INDUSTRY

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Every year the fur industry kills more than 50 million animals all over the world. Most of them are held captive for months in cages in so called fur farms. In late autumn they are killed through neck-braking, genital electrocution or gas. Outside the fur farm they die painfully in traps or are hunted. Minks, foxes, chinchillas, martens, racoons, rabbits, lambs and other animals are the victims of the bloody fur trade. Beeing back with selling real fur, Escada is one of the few companies in todays shopping streets that still make profit with the fur of animals. Escada received a lot of information about the fur industry and the suffering of the animals during the last campaign from 2007 to 2010. By starting again to sell real fur it seems that the company doesn't care about the pain and suffering they profit from. That's why we ask everybody to participate in the protests against Escada's furtrade again to demand the returning to an indefinite furfree policy to the full extent.



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## CAMPAIGNS AGAINST FUR SELLING FASHION COMPANIES

For many years animal liberation organizations have been campaigning against companies that sell real fur. Many companies like Zara and Peek und Cloppenburg stopped selling fur after being targeted and experiencing public pressure like demonstrations and other actions. This way of putting pressure on the companies is a successful strategy to convince them of a furfree policy. Loosing the places to sell fur puts the fur industry in real trouble. But those anti-fur campaigns need the help of the public. That's why we ask you: Help us to end Escada's fur trade and stop the fur industry. Fight against animal exploitation!

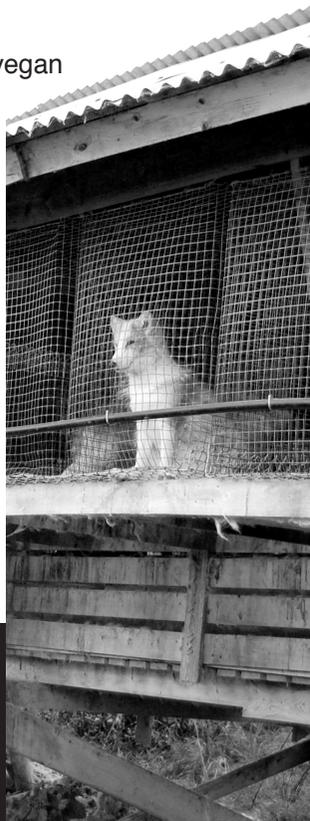


## THAT'S WHAT YOU CAN DO

- Boycott companies that sell fur and don't buy fur products
- Fight against any kind of animal exploitation and become vegan
- Join protests and other actions against Escada and animal exploitation
- Complain about Escada's and other companies' fur policy on social media like Facebook
- Write letters and emails to Escada and other fur selling companies, call them and ask them to stop it

**You can contact Escada (headquarter in Germany, check also your local company division):**

Tel.: +49 (0) 89 99 44-0  
 Fax: +49 (0) 89 9944-1111  
 E-Mail: [info@de.escada.com](mailto:info@de.escada.com), [eu@service.escada.com](mailto:eu@service.escada.com)  
 FB: <https://www.facebook.com/ESCADA>



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 FB: <https://www.facebook.com/ESCADA>

