



THE HUMANE SOCIETY
OF THE UNITED STATES

Jackets with Real Animal Fur Sold As Faux Investigation Results: Fall/Winter 2007

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Summary

In the fall and winter of 2007, investigators from The Humane Society of the United States (HSUS) purchased seven different styles of jackets—men’s, women’s, and children’s—that were advertised or labeled as faux fur, but actually contain real fur. The retailers involved are some of the largest and most well-known in the industry: Bloomingdale’s, Neiman Marcus, Lord & Taylor, Dillard’s, Saks Fifth Avenue and Yoox. The brands of jackets involved are Burberry, Andrew Marc, Marc New York, Preston & York, Aqua, Ramosport and Adam+Eve. The false advertising or mislabeling of a fur-trimmed garment is a violation of the federal Fur Products Labeling Act (FPLA). The HSUS identified the fur on the jackets as real by cutting open the lining of the trim to reveal skin, and then identified species using laboratory testing. In contrast, the hairs of fake fur contain a fabric or mesh backing. Last winter, The HSUS determined that a number of garments—many sold as faux—contained fur from members of the canid family, such as raccoon dog, domestic dog, and wolf.

Background

March 2007: Andrew Marc, Dillard’s, Lord & Taylor, Neiman Marcus, Macy’s, and seven other major retailers and designers were named by The HSUS in a petition filed before the Federal Trade Commission (FTC) seeking enforcement actions for violations of the FPLA. The petition remains pending before the FTC.

February 2007: The Dog and Cat Fur Prohibition Enforcement Act—H.R. 891—is introduced by Reps. Jim Moran (D-Va.) and Michael Ferguson (R-N.J.). The bill would ban raccoon dog fur and require full labeling for all garments trimmed with animal fur—closing the existing loophole. The bill remains pending before Congress.

Winter 2006-2007: The HSUS tests twenty-five fur-trimmed garments and finds that all are falsely advertised, falsely labeled, unlabeled, or a combination of problems. Twenty are identified by laboratory testing as raccoon dog and three as domestic dog.

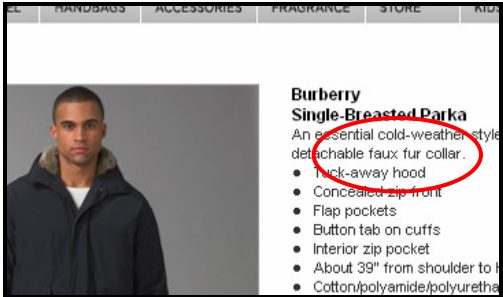
Take Action

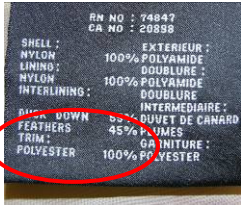

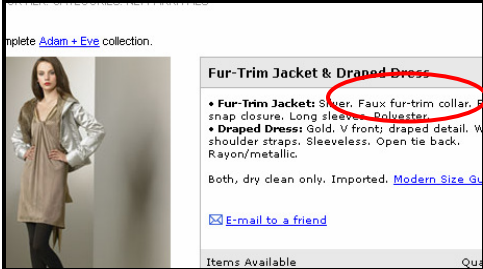
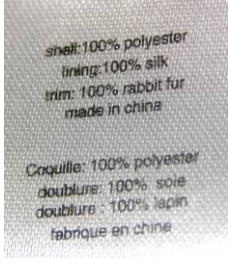

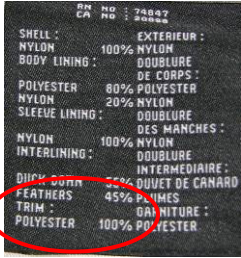

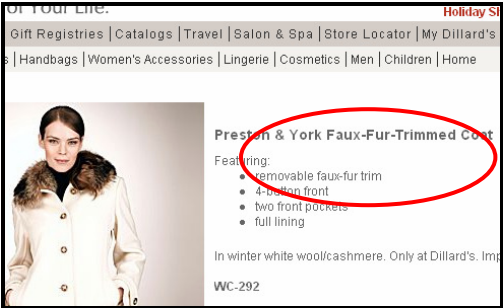


Contact the FTC: Ask the Federal Trade Commission to crack down on violators of the Fur Products Labeling Act:

- Complaint form: <http://tinyurl.com/3s4va> or from www.FTC.gov.
- Phone hotline: 1-877-FTC-HELP (382-4357).

Learn more: Past investigations, tips on how to tell real fur from fake, which retailers are fur-free, and how animals like rabbits, raccoons, raccoon dogs and others are mistreated to produce fur: www.humanesociety.org/furfree.

Investigation Results—Details

| Jacket Information | Advertisement | Label | Actual Fur |
|--|---|---------------------|---|
| <p>SaksFifthAvenue.com (retailer)</p> <p>Burberry (brand)</p> <p>Dec. 2007 (purchase date)</p> | <p>faux fur collar</p>  <p>Online 12/4/07 at: http://tinyurl.com/2xbwxw.</p> | <p>no fur label</p> | <p>rabbit</p>  |

| Jacket Information | Advertisement | Label | Actual Fur |
|--|---|---|---|
| <p>Neiman Marcus (retailer)</p> <p>Andrew Marc (brand)</p> <p>Nov. 2007 (purchase date)</p> <p><i>Notes: jacket is a girl's size 4, bought in the children's section.</i></p> | <p><i>none involved in this purchase</i></p> | <p>trim: polyester 100%</p>  | <p>raccoon dog</p>  |
| <p>NeimanMarcus.com (retailer)</p> <p>Adam + Eve (brand)</p> <p>Nov. 2007 (purchase date)</p> | <p>faux fur-trim</p>  <p>Online 11/28/07 at: http://tinyurl.com/24jfqb.</p> | <p>trim: 100% rabbit fur</p>  | <p>rabbit</p>  |
| <p>Lord & Taylor (retailer)</p> <p>Marc New York (brand)</p> <p>Dec. 2007 (purchase date)</p> <p><i>Notes: garment contains two different types of fur.</i></p> | <p><i>none involved in this purchase</i></p> | <p>trim: polyester 100%</p>  | <p>raccoon dog and rabbit</p>  |
| <p>Dillard's.com (retailer)</p> <p>Preston & York (brand)</p> <p>Nov. 2007 (purchase date)</p> <p><i>Notes: garment labels indicate two different species.</i></p> | <p>faux-fur-trimmed</p>  <p>Online 11/22/07 at: http://tinyurl.com/2bcwmu.</p> | <p>fox fur trim</p> <p>fur trim:...raccoon</p>  | <p>raccoon</p>  |

| Jacket Information | Advertisement | Label | Actual Garment |
|--|---|--|--|
| <p>Yoox.com (retailer)</p> <p>Ramosport (brand)</p> <p>Nov. 2007 (purchase date)</p> <p><i>Notes: Yoox.com customer service (Dec. 2007): “Regarding your inquiry, ‘Ecological Fur’ is indeed fake fur.”</i></p> | <p style="text-align: center;">ecological fur</p> <div data-bbox="354 212 857 579"> <p>RETURN TO SEARCH RESULTS SEE MORE RAMOSPORT SEE MORE MID-LENGTH JACKETS</p> <p>ITEM DETAILS</p> <p>YOOX Collection: Fall-Winter</p> <p>Designer: RAMOSPORT</p> <p>Description: Mid-length jacket Techno fabric Ecological Fur Faux fur Two pockets Snap button closing Drawstring waist Padded interior Stitched trimmed</p> <p>Composition: 100% Polyester</p> </div> <p>Online 11/16/07 at: http://tinyurl.com/2e34ou.</p> <p style="text-align: center;">ecological fur is indeed fake fur</p> <div data-bbox="354 695 857 1066"> <p>for contacting YOOX Customer Care, your inquiry, “Ecological Fur” is indeed fake fur. If you have further requests or questions, please do not hesitate to contact us within 30 days.</p> </div> <p>Customer service email response.</p> | <p style="text-align: center;">sunday/raccoon</p> <div data-bbox="899 212 1127 327"> </div> | <p style="text-align: center;">raccoon dog</p> <div data-bbox="1166 212 1516 485"> </div> |
| <p>Bloomingdales.com (retailer)</p> <p>Aqua (brand)</p> <p>Sept. 2007 (purchase date)</p> | <p style="text-align: center;">faux fur</p> <div data-bbox="354 1220 857 1423"> <p>Aqua Washed Leather Bomber Jacket</p> <p>Zip front closure with zip front pockets. Removable faux fur lined collar. Cotton ribbed trim at wrists and waistband.</p> <ul style="list-style-type: none"> • Catalog Item Number: 81671 • Please note, not all colors and sizes may be available • Black (09) • Genuine leather • Misses' 0-10 • Please refer to our Contemporary size chart • Imported </div> <p>Online 9/27/07 at: http://tinyurl.com/24ynye.</p> | <p style="text-align: center;">rabbit fur</p> <div data-bbox="899 1220 1127 1486"> </div> | <p style="text-align: center;">rabbit</p> <div data-bbox="1154 1220 1516 1461"> </div> |