

THE HUMANE SOCIETY
OF THE UNITED STATES

Raccoon Dog Misrepresentation Continues 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 and tested fur-trimmed jackets from some of the largest names in fashion. Seven jackets were found to contain real fur despite being advertised or labeled as faux fur, and these results were publicized on December 20, 2007. An additional six jackets—detailed in the chart below—were found to be falsely advertised or mislabeled as the wrong species—or simply as “fur.” Retailers and brand names associated with these jackets include Sears, Bluefly, Dillard’s, Eluxury.com, Caché, Dr. Jay’s, and Juicy Couture. Four of the jackets contain raccoon dog fur.

Background

December 2007: The HSUS publicizes findings that seven fur-trimmed garments purchased from major retailers, and advertised or labeled as faux fur, in fact contain real fur from raccoon dogs, raccoons, or rabbits. Retailers and brand names associated with these jackets include Saks Fifth Avenue, Dillard’s, Andrew Marc, Lord & Taylor, Neiman Marcus and Burberry.

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 Fur Products Labeling Act. 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.

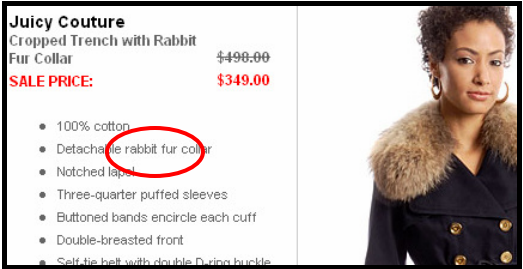


Take Action

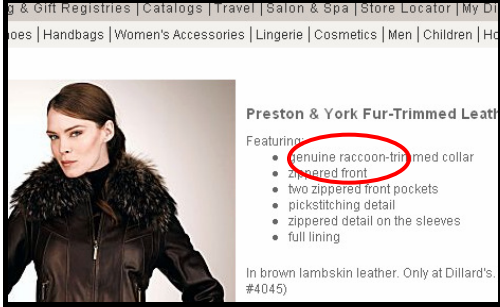





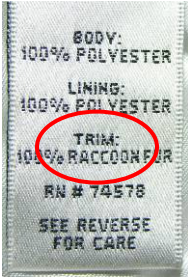

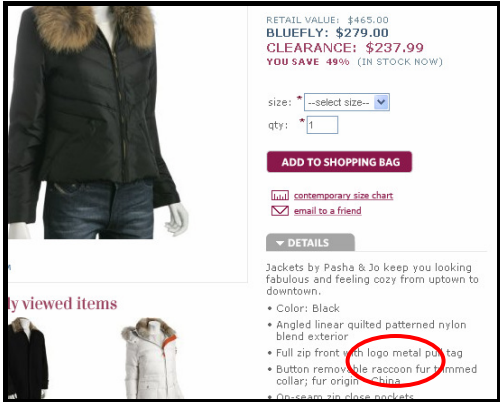


Contact the FTC: Ask the Federal Trade Commission to crack down on violators of the Fur Products Labeling Act:

- 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.humansociety.org/furfree.



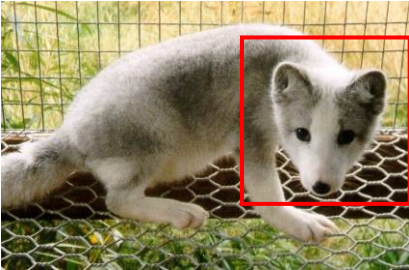

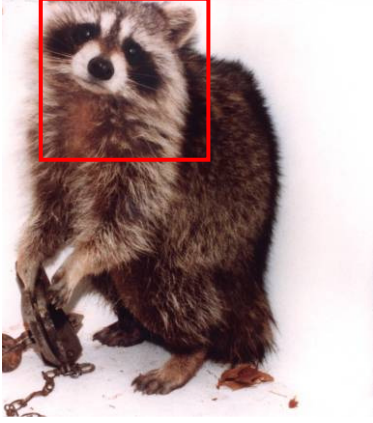
Investigation Results—Details

Jacket Information	Advertisement	Label	Actual Fur
<p>Eluxury.com (retailer)</p> <p>Juicy Couture (brand)</p> <p>Nov. 2007 (purchased)</p>	<p>Rabbit</p>  <p>Online at 11/3/07 at: http://tinyurl.com/26uzvo.</p>	<p>Asiatic Raccoon</p> 	<p>Raccoon Dog</p> 

Jacket Information	Advertisement	Label	Actual Fur
<p>Dillard's.com (retailer)</p> <p>Preston & York (brand)</p> <p>Nov. 2007 (purchased)</p>	<p>Raccoon</p>  <p>Online 11/16/07 at: http://tinyurl.com/yo76qf.</p>	<p>Racoon</p> 	<p>Raccoon Dog</p> 
<p>DrJays.com (retailer)</p> <p>Azzuré (brand)</p> <p>Nov. 2007 (purchased)</p>	<p>Fur</p>  <p>Online 11/16/07 at: http://tinyurl.com/2o5ebn.</p>	<p><i>no fur label</i></p>	<p>Raccoon Dog</p> 
<p>Cache.com (retailer)</p> <p>Caché (brand)</p> <p>Nov. 2007 (purchased)</p>	<p>Raccoon</p>  <p>Online 11/16/07 at: http://tinyurl.com/3cv5q2.</p>	<p>Raccoon</p> 	<p>Raccoon Dog</p> 
<p>Bluefly.com (retailer)</p> <p>Pasha & Jo (brand)</p> <p>Nov. 2007 (purchased)</p> <p><i>Note: garment labels indicate two different species.</i></p>	<p>Raccoon</p>  <p>Online 11/16/07 at: http://tinyurl.com/yvmd9t.</p>	<p>Raccoon Fox</p> 	<p>Arctic Fox</p> 

Jacket Information	Advertisement	Label	Actual Fur
<p>Sears.com (retailer)</p> <p>Excelled (brand)</p> <p>Sept. 2007 (purchased)</p>	<p>Fox</p>  <p>Online 9/7/2007 at: http://tinyurl.com/2ra3od.</p>	<p>no fur label</p>	<p>Raccoon</p> 

LEGEND

Animal	Common Name <i>Scientific Name</i>	Name Required In Advertising and Labeling (Under FPLA)	Welfare Concerns
	<p>raccoon dog (<i>nyctereuteus procyonoides</i>)</p>	<p>“Asiatic raccoon”</p>	<p>-Animals skinned alive</p> 
	<p>arctic fox (<i>vulpes lagopus</i>)</p> <p>(also: white fox, blue fox, ice fox, polar fox) (also: <i>alopex lagopus</i>)</p>	<p>“blue fox” or “white fox”</p>	<p>-Animals skinned alive</p> <p>-Anal electrocution</p> 
	<p>raccoon (<i>procyon lotor</i>)</p>	<p>“raccoon”</p>	<p>-Inhumane steel-jawed leghold trap; chewing or twisting off paw to escape. Pets injured/maimed.</p> <p>-Conibear trap; pets killed.</p> 