

Chanel halts use of fur and exotic animal skins

French luxury fashion brand Chanel has initiated a ban on the use of exotic animal skins in all future designs. The skins in question include crocodile, lizard, snake and stingray, as well as fur, of which Chanel uses little.



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In a statement to [WWD](#), Chanel president Bruno Pavlovsky explained that it was becoming increasingly difficult to source skins that met the house's quality and ethical standards.

Instead, the privately held company plans to focus research and development on "a new generation of high-end products" generated by "agri-food" industries. "The future of high-end products will come from the know-how of what our atelier is able to do," said Pavlovsky.

The executive told *WWD* that it would take some time for existing products in exotic skins to work their way out of its boutique distribution.

[Papermags Matt Moen](#) weighed in stating that switching to fur and animal skin alternatives can have a positive impact on Chanel's carbon footprint.

"It's fiscally prudent as well given that the prices of animal products are subject to scarcity and tariffs, opting for a synthetic alternative can in the long run prove to be a more stable source," Moen said.



Burberry stops burning unsold goods and bans real fur

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Chanel joins a growing list of luxury fashion brands, including [Versace](#), [Burberry](#) and [Jean Paul Gaultier](#) that have banned animal fur from future collections.

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