

THE RAKES

12 September 2006

Angela Ahrendts, CEO
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Dear Angela:

We are writing to encourage Burberry to stop using real fur in its designs. Burberry may be best known for its plaids, but unfortunately its use of real fur is making Burberry synonymous with blatant cruelty and suffering.

Every year, millions of animals are trapped, drowned and beaten to death in the wild and strangled, electrocuted and skinned alive on fur farms. The fur trade is a violent, bloody industry, and the cold-hearted killing of animals for “fashion” is indefensible.

With so many fashionable, comfortable alternatives to real fur available today, there is no excuse for Burberry to continue to use the fur of tortured animals in its designs. We are not cavepeople. Burberry should follow in the footsteps of top designers Stella McCartney and Ralph Lauren, who refuse to use real fur in their designs. It doesn't take a creative genius to rip the skin off the back of a fox.

The Rakes will not shop at Burberry or participate in Burberry's ad campaigns until it pledges to stop supporting cruelty to animals and adopts a permanent fur-free policy.

We can be contacted through the director of People for the Ethical Treatment of Animals (PETA) Europe on 020 7357 9229 or at PoorvaJ@peta.org.uk if you wish to discuss this matter.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Alan Dawkins', with a stylized, cursive script.

The Rakes