



**LAV's PRESS RELEASE - April 9, 2015**

**FASHION: THE ITALIAN BRAND SAVE THE DUCK JOINS THE PROJECT OF LAV GETTING THE HIGHEST LEVEL OF THE ETHICAL RATING 'ANIMAL FREE', VVV+**

**LAV: [WWW.ANIMALFREE.INFO](http://WWW.ANIMALFREE.INFO) IS ENRICHED OF ANOTHER IMPORTANT AND INNOVATIVE NAME OF ITALIAN FASHION, EMBLEM OF SUSTAINABILITY AND ETHICS**

[SAVE THE DUCK](#), the famous Italian brand of down jackets without feathers, has joined the "Animal Free Fashion" project, launched a few weeks ago by LAV, for an ethical fashion and therefore free from animal materials.

The brand has joined the initiative of the LAV signing the highest level of ethical rating expected, **VVV+**, committing does NOT use any animal material in its collections.

**All garments branded SAVE THE DUCK are therefore completely free of fur, feathers, leather, silk and wool.**

[Animal Free Fashion](#), designed by the LAV, is a project created to answer the growing demand for a fashion that is not only beautiful, but also respectful of the animals, the environment and health of consumers.

Under this initiative, LAV established [the first ethical rating in fashion](#) based on the non-use of materials of animal origin: renouncing the use of "fur", "feathers", "silk and leather", "wool" a company reaches the corresponding valuation V, VV, VVV, VVV+.

All companies classified in this rating have adopted policies that, as a first step, provide for the renunciation of the use of animal fur. Each brand may therefore valorise its Social Responsibility policies using the level of the Animal Free rating reached and may also use the Animal-Free logo (which identifies this initiative), to label its garments or product lines that are already free from material of animal origin.

*"For Save the Duck is a very important recognition. Having the LAV certification is one of many goals that we set ourselves when we started to create our jackets duck free. We always respect the animal world and continue to do so" the company said.*

*"As demonstrated by a recent survey conducted by [ISPO in 6 EU Countries](#), Animal-Free fashion is at least 12% of the current demand of European consumers and, with 78.6% of purchase intent, represents a huge market opportunity for companies ethically responsible - Simone Pavesi LAV - Ethical Fashion Manager says – It's not just a trend, consumers today are much more careful about what they buy and, as regards clothing (including shoes and accessories) are much more oriented to purchasing choices which do not imply any form of animal exploitation. We are very pleased with the decision of SAVE THE DUCK to join the LAV's project, to communicate the importance of choosing a more and more responsible and ethical fashion".*

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**Insights**

**SAVE THE DUCK**

The Italian brand created by Nicolas Bargi is distributed not only in Italy but also in France, Germany, Northern Europe, Russia and the USA with a network of approximately 1,500 multi-brand stores. Save the Duck is a brand owned by Forest Ltd. recently acquired (51%) of ALTANA, the holding company specializing in baby clothing and with distribution throughout the world, which will allow further expansion in the foreign market of Save the Duck.

Forest was established in 1914 thanks to the entrepreneurial spirit of Foresto Bargi - grandfather of Nicolas Bargi, tailor who began sewing men's jackets for a fee of 70 cents, and then found himself at the head of a large company that began producing clothing for men, which are characterized by the search for high-quality materials developed on tailoring. Today the company is led by Nicolas Bargi, grandson of the founder, the third generation that has developed its business, creating first Ganesh and then Save the Duck and who has led the company well beyond national borders.