



LAV Press Release 25.02.2015

**FASHION, LAV LAUNCHES THE FIRST WEB PAGE WITH ETHICS RATINGS (4 levels): ON WWW.ANIMALFREE.INFO MANY COMPANIES (Geox, Elisabetta Franchi, Miniconf, Quagga, Barel Ethical Luxury, etc.) AND LOGOS ALREADY DEDICATED TO IDENTIFYING AND ENDORSING THE RESPONSIBLE AND SUSTAINABLE "ANIMAL FREE" STYLE
LAV: DRESSING "ANIMAL FREE" IS POSSIBLE, WE'LL EXPLAIN WHY, HOW AND WHICH BRANDS**

The innovative project *Animal Free Fashion* created by LAV is an opportunity for Fashion to take advantage of the new web page with ethics ratings: www.animalfree.info (available in English, Chinese, Russian, Italian) in order to identify and endorse the responsible and sustainable "*Animal Free*" style characterized by commercial politics that respect the rights of animals and the environment, thus helping supply and demand to meet. According to the recent ISPO survey (January 2015, 3,600 interviewees in six European countries) commissioned by LAV, the Italians and French in particular show a heightened tendency towards buying products free of materials of animal origin (81.1%): a market in expansion, an economical growth opportunity for Fashion companies respecting animals.

THE CHARACTERISTICS OF THE *ANIMAL FREE FASHION* PROJECT, CREATED BY LAV:

- **First ethics rating (LAV) for endorsing "Animal Free" Fashion companies, divided into 4 levels:** substitution of "animal fur" (Rating level: V); "down" (VV); "silk and leather" (VVV); "wool" (VVV+).

The more that a company commits to not using animal materials, the higher the level of rating reached. Thus the rating becomes rewarding as all the companies that are evaluated will have at least reached a "without fur" company politic.



- **Animal Free Logo** identifying the project, which all the companies (also those in intermediate steps) have the possibility of using free of charge for their *products* or *lines of products* that are already free of materials of animal origin, in order to communicate their ethical commitment.



Animal Free

- **Virtual showcase free of charge** for promoting "*Animal Free*" products on the thematic international site www.animalfree.info and for learning about the wide range of choices that the market already offers.

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La LAV è riconosciuta
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*"With this project we blazed a trail that we invite all Fashion companies to follow, if they are willing and careful of the ethics implications of their production: an opportunity free of charge to distinguish themselves in the market - **Simone Pavesi, Head of the Animal Free Project, declares** - We suggest 4 steps to which a company can publicly commit, and based on this we will communicate its real ethics commitment. In fact, it's necessary to endorse these productions, distinguishing who has "only" given up the use of fur and who instead has already taken further measures by also giving up "down" and who is already completely "Animal Free".*

THE FIRST COMPANIES IN OUR SHOWCASE ON www.animalfree.info

- The site www.animalfree.info will be continually updated and the number of brands (and products) that are "Animal Free" will grow in the following months. The brands with the best ethics rating today (VVV+): **Quagga, TU&TU, NVK, Barel Ethical Luxury, CamminaLeggero, Amali, NOAH.**
- Second level rating (VV): the renowned designer **Elisabetta Franchi** - at whose fashion show LAV will participate on Saturday, February 28th in Milan (8 pm) as part of the prestigious Milan Fashion Week - who will already use the "Animal Free" logo for some of the clothing articles in her Autumn-Winter 2015 collection.

At this level we also find **Elena Casati** fashion accessories.

- Many brands are at the first level "V": from the children's fashion of **Miniconf (Sarabanda, Dodipetto, iDO brands)** to **Geox** clothing.

LAV would like to clarify:

- Companies that have not formalized any commercial politics respecting animals are automatically excluded from all positive evaluations and we discourage purchasing from them.
- Subscription to the *Animal Free* project, use of the *Animal Free* logo (as well as the rating evaluation) are absolutely free of charge.
- The site www.animalfree.info is multilingual (English, Chinese, Russian, Italian) in order to bring consumers closer to ethical Fashion and to promote abroad the products and the companies committed to this project.
- The site www.animalfree.info is adapted to mobile technology: it's navigable from any smartphone, in order to allow consumers to find useful tips during the crucial moment of shopping.
- To subscribe to the ***Animal Free Fashion*** project, companies can contact LAV by writing to: animalfree@lav.it

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Further Information

Fashion and Social Responsibility: here is why LAV created the new ethics rating
The European Commission, with Memorandum No.681 on 25/10/2011 (adopted by the EU Parliament with Resolution No. 50 on 6/2/2013), **defined the Corporate Social Responsibility as the "responsibility of business for their impact on society."**



Many fashion companies publish (also on their own websites) sections dedicated to their social commitment or even entire reports of "sustainability". Some large fashion companies have set up offices or departments dedicated to Corporate Social Responsibility.

Nonetheless, most of these businesses (Italian and foreign) tend to exclude **animal issues** from social, environmental and ethical ones (even when they are urged on by consumers).

The clothing industry (including the footwear and fashion accessories sectors) has significant repercussions on the quality and lifetimes of millions of animals. Not only are we talking about breeding animals, captured and killed for the production of fur (more than 80 million every year worldwide), but also of a number of incalculable factors in the lives of other animals that, directly or indirectly, exist for the supply of "materials" such as: feathers, leather, silk, wool (also horns and bones).

The fashion industry has a significant impact in particular on three aspects of society that they must confront:

- **the animal welfare**
- **pollution and energy consumption**
- **social values**

If technology can find ever more efficient solutions for "pollution and energy consumption" (even if it has been demonstrated that animal productions have environmental impacts greater than those of alternative production), for the "animal welfare", **no company will ever be able to demonstrate that the single animal that has sacrificed its material was spared from deprivation and suffering, and assured a natural life (for quality and duration).** Therefore no company can ever say that it respects "social values" of respect for animals, which are ever more diffused and deep-rooted in the new generations of consumers.

Article 41 of the Italian Constitution decrees that private economical initiative "cannot occur in contrast with social utility." It is clear that animal production has little or nothing to do with social utility, what's more for frivolous purposes such as clothing considering the wide range of vegetable products and synthetic alternatives characterized by better performance (in terms of comfort and environmental impact).

Based on these considerations LAV has become the promoter of the first ethical evaluation of fashion companies, based on the non-use of materials of animal origin certified by the Animal Free Fashion Rating (AFF Rating).

A rating that, first and foremost, excludes from the evaluation all those brands that have not publicly adopted a minimal ethical choice consistent with giving up the use of animal fur. Instead, the virtuous companies that undertake a gradual disuse of materials of animal origin (with different commitments to reach the final objective) will be rewarded.

An ethical rating that will serve to stimulate companies to adhere to the Animal Free project as well as push them towards new objectives in order to improve their impact on society and render them not only sustainable but also ethical.

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