

October 26, 2023

Via email

Marie-Claire Daveu
Chief Sustainability & Institutional Affairs Officer
Kering
marie-claire.daveu@kering.com

Re: Kering's Statements Regarding Cruelty Investigation

Dear Ms. Daveu,

I am counsel to People for the Ethical Treatment of Animals (PETA)—PETA entities have more than 9 million members and supporters worldwide—and am writing to urge Kering to immediately stop deceiving consumers and end its apparently false denials that the company was associated with the cruelty documented by a PETA Asia investigation.

Specifically, in a statement recently published in the [Daily Mail](#), Kering asserts that “there is no evidence that Kering brands are directly or indirectly connected” with a PETA Asia investigation into an Indonesian slaughterhouse that [revealed lizards' legs are tied, then they're callously thrown around and beheaded on a bloody wooden block without stunning—causing them a prolonged, agonizing death](#). A representative of International Leather Works specifically told PETA Asia's investigator that Kering was one of the buyers of lizard skin from this very facility, and consistent with that statement, import documents reflect that skins used in Gucci products were obtained from Indonesia.



PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS
FOUNDATION

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202-483-PETA

Los Angeles
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Los Angeles, CA 90026
323-644-PETA

Norfolk
501 Front St.
Norfolk, VA 23510
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PETA FOUNDATION IS AN OPERATING
NAME OF THE FOUNDATION TO
SUPPORT ANIMAL PROTECTION.

ENTITIES:

- PETA U.S.
- PETA Asia
- PETA India
- PETA France
- PETA Australia
- PETA Germany
- PETA Switzerland
- PETA Netherlands
- PETA Foundation (U.K.)

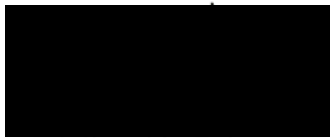
Despite Kering's acknowledgment that the footage documents "the mistreatment of lizards" that must be taken "very seriously," it has simply denied any connection to or responsibility for the mistreatment that apparently occurred within its supply chain.

Kering's statement also misleadingly conveyed that the company is "committed to respecting the highest standards of animal sustainability," and it further misrepresents the conditions in and its controls for its supply chain on its website. The company's [Animal Welfare Standards](#) humane-wash the use of animals for their skins and fibers, insisting that its "suite of animal welfare standards" exist to "ensure care and respect for animals in Kering's supply chains," including "for farms and processing facilities," and similar repeated assertions. Given the evidence that Kering sources or sourced from the slaughterhouse documented at the time of the investigation, Kering's Animal Welfare Standards and denials appear to be nothing but attempts to deflect any responsibility for cruelty within its supply chain and to mislead compassionate consumers to continue to purchase its products.

PETA and international PETA entity investigations into the wool, down, exotic skin, and leather industries have revealed time and again that it is nothing but wishful thinking that in-house policies and third-party certifications somehow prevent egregious harm. This cruelty is standard wherever animals are killed for human use. Kering can easily rectify this by removing all animal hair and skins from its offerings.

At a minimum, PETA demands that Kering stop denying any connection to the slaughterhouse documented in the investigation, or instead provide details of its internal investigation that it purports to have demonstrated the absence of any connection between the company and the slaughterhouse. If you fail to do so, please be advised that PETA expressly reserves all rights and remedies in connection with this matter.

We look forward to your reply.



Jared Goodman
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