

Dear

I am writing to you as I saw an image in the media recently of you with a product made of reptile skin. I believe that celebrities and influencers must ensure that you are not promoting any products that are linked to biodiversity loss. This means not only refusing to be the face of an advertising campaign but also not informally influencing your followers, by simply wearing a product made from reptile skin.

The luxury fashion industry continues driving the agenda of desensitizing and normalizing such products, with the goal of consumers seeing raw materials as being just another fine fabric. **But it is a body part, not a textile.**

While the supply chains for these products are secretive and mostly invisible, there has been a growing body of evidence, over the years, that reptiles suffer considerably. During their significantly shortened lives, they are held in confined, barren cages to minimize damage to their skins. For many animals their death is a blunt force trauma to the head and factory farms supplying the world's best known luxury brands have been documented as skinning animals alive.

With this letter, I am not asking you to adopt a vegan or vegetarian lifestyle. I am asking that you not promote, formally or informally, the consumption of these non-essential, luxury products whose raw materials come from sentient beings. There are a number of substitute products you could use that don't contribute to the same level of harm.

But if you do choose to still use products made of reptile skin, then I ask that you contact the brand to ask them for genuine proof that they understand what constitutes a sustainable offtake, to ensure that the populations of these species no longer decline in the wild.

If their response is a statement about captive breeding this isn't enough; reptiles and their eggs are known to be illegally harvested from the wild and laundered into the legal supply chain. If they say that they adhere to all international regulations regarding this trade, this isn't enough because the global system that manages this trade hasn't been modernized since it came into force in 1975; it still uses 1970s technology.

Cruelty and lack of supply chain transparency is becoming seriously out of vogue. Ensure that your celebrity status is as a fashion-forward innovator by avoiding such products. Thank you for your consideration.



Name _____

Date: _____

Signature: _____

