



**HUMANE SOCIETY  
INTERNATIONAL**  
AUSTRALIA

# FUR FREE GUIDE

**Your guide to a more  
humane wardrobe**

**2022**  
EDITION

# ANIMAL CRUELTY IS NEVER IN STYLE

**yet many clothing brands and retailers  
still produce and sell fur items.**



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Mink, foxes, racoon dogs and chinchillas are almost exclusively farmed for their fur, and coyotes and beavers are typically trapped. Fur farms are mainly self-regulated and the animals kept in them are cruelly deprived of their basic needs. On these farms, abuse and poor living standards are rife. In China, where the majority of fur products come from, there are no standards protecting animals on fur farms. Inhumane fur farmers and trappers kill millions of animals every single year across the globe simply so their fur can be used as a fashion statement.

**It's time for us to make a statement of our own—  
one against the cruelty of the fur industry.**

**In this easy-to-use guide Humane Society  
International Australia brings together hundreds  
of brands available in Australia who are fully  
committed to being fur free.**

**By using this guide when you are shopping  
you are taking a stand against the fur industry.**

**Let's make sure fur goes  
out of style for good.**



**Want to learn more about the fur industry?**

**Visit [hsi.org.au/fur](https://hsi.org.au/fur)**

NOTE: There may be some additional brands with a fur free commitment that qualify to be included in this Guide, but they do not appear because it is not displayed publicly, or we are not aware. If you know of any brands that you think should be listed, be sure to let us know!

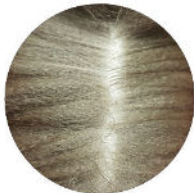
# How to tell the difference between Real and Faux Fur



Real fur  
Pointed ends



Faux fur  
blunt ends



Real fur  
Animal skin base



Faux fur  
Woven fabric base

## Check the fur tips

Real fur tapers to a point at the end (unless sheared). Faux fur tips are blunt.

## Check the fur base





Part the hairs at the base. Faux fur is attached to woven fabric. The base of real fur is an animal's skin (leather).








## The burn test

If you already own the item, safely cut and burn a few hairs. Real animal fur singes and smells like burnt human hair. Faux fur melts and smells like burnt plastic.









**If in doubt, don't buy it!**




















COMPANY		FUR FREE
	2RU2RA	✓
<i>&amp; other Stories</i>	& Other Stories	✓
Abercrombie & Fitch	Abercrombie & Fitch	✓
	adidas	✓
ADOLFO DOMINGUEZ	Adolfo Dominguez	✓
 Adrika	Adrika	✓
<i>aerie</i>	Aerie	✓
<i>Alannah Hill</i>	Alannah Hill	✓
alchemist	Alchemist	✓
	Aldi	✓
ALEXANDER MCQUEEN	Alexander McQueen	✓
ALEXANDRA K <small>VIRGO BOOTS &amp; ACCESSORIES</small>	Alexandra K	✓

COMPANY		FUR FREE
alice+olivia	Alice + Olivia	✓
	Almost Skateboards	✓
	American Apparel	✓
	American Eagle Outfitters	✓
	Angus Clyne Australia	✓
ANN TAYLOR	Ann Taylor	✓
AnotherTomorrow	Another Tomorrow	✓
ARMANI	Armani	✓
	Arsayo	✓
	Asket	✓
ASOS	ASOS	✓
	ASOS Marketplace	✓


























COMPANY		FUR FREE
	Australian Knitting Mills	✓
BACKSTAGE	Backstage	✓
BALENCIAGA	Balenciaga	✓
 BANANA REPUBLIC	Banana Republic	✓
bebe	Bebe	✓
	Benetton	✓
bianca®	Bianca	✓
	Big W	✓
	Billabong	✓
	Birdsnest	✓
BJÖRN BORG 	Bjorn Borg	✓
	Blind Skateboards	✓




COMPANY		FUR FREE
	Bloomingdale's	✓
BOTTEGA VENETA	Bottega Veneta	✓
BRAEZ	Braez	✓
	Brioni	✓
	Bunnings	✓
<b>BURBERRY</b> LONDON ENGLAND	Burberry London	✓
	by Insomnia	✓
	Byron Bay Gifts	✓
	C&A	✓
Calvin Klein	Calvin Klein	✓
 CANADA GOOSE®	Canada Goose	Fur free by 2023
	Castlebird Rose	✓





COMPANY		FUR FREE
	CCS	✓
	Cecil	✓
	Chanel	✓
	Charlie & Lee	✓
	Charlotte Ronson	✓
	Chicco	✓
chico's	Chico's	✓
Chloé	Chloé	✓
CLAUDIE PIERLOT	Claudie Pierlot	✓
	Closed	✓
	Coach	✓
	Columbia Sportswear	✓















COMPANY		FUR FREE
	Converse Inc. (Nike)	✓
	COS	✓
	Country Road	✓
	Cubavera	✓
	CVRD Fashion	✓
	D.Efect	✓
	Darkstar Skateboards	✓
	David Jones	✓
	David Lawrence	✓
	Dear Freedom	✓
	Decjuba	✓
	Designer Duchess	✓





COMPANY		FUR FREE
	Diane von Furstenberg/ DVF	✓
	Diesel	✓
	DKNY	✓
	Dockers	✓
DOLCE & GABBANA	Dolce & Gabbana	Phasing out fur from 02/2022
	Donna Salyers' Fabulous Furs	✓
	Dorothy Perkins	✓
	Down That Little Lane	✓
	Ducktail Raincoats	✓
	Ecco	✓
	Ed Hardy	✓
	EKN	✓

COMPANY		FUR FREE
EILEEN FISHER	Eileen Fisher	✓
<i>Elizabeth de Varga</i> EXCLUSIVE FASHIONS	Elizabeth de Varga	✓
ELLE	Elle Magazine	✓
ELVINE	Elvine	✓
	Enjoi	✓
	Ensign	✓
ESPRIT	Esprit	✓
EZIBUY.COM	Ezibuy	✓
	Farah	✓
FARFETCH	Farfetch	✓
FEATHERS	Feathers Boutique	✓
FERRON	Ferron	✓


COMPANY		FUR FREE
Filippa K	Filippa K	✓
	Foot Locker	✓
FOREVER 21	Forever 21	✓
FOREVER NEW	Forever New	✓
FREE PEOPLE	Free People	✓
FURLA	Furla	✓
FXD	FXD	✓
G-STAR RAW	G-Star Raw	✓
GANT	Gant	✓
	GAP	✓
	Globe	✓
	Goodgear	✓










COMPANY		FUR FREE
	Gorman	✓
	Grape Cat	✓
	Gucci	✓
	Guess	✓
	GUNAS	✓
	H&M	✓
	Happeak	✓
	Hard to Find	✓
	Harris Scarfe	✓
	Helly Hansen	✓
	Henry Bucks of Collins Street	✓
	Hepworths	✓



COMPANY		FUR FREE
	Hoka One One	✓
	Hollister	✓
howies®	Howies	✓
	Hugo Boss	✓
Hurley)(	Hurley	✓
	Impala Rollerskates	✓
	Infantium Victoria	✓
INSTYLE	InStyle	✓
IRIS JANVIER	Iris Janvier	✓
J.CREW	J.Crew	✓
	Jack Wolfskin	✓
J Δ G.	JAG	✓

COMPANY		FUR FREE
JAN   N JUNE	Jan N'June	✓
	JanSport	✓
JEANSWEST	Jeanswest	✓
JIGSAW	Jigsaw	✓
JIMMY CHOO	Jimmy Choo	✓
Juicy Couture	Juicy Couture	✓
KAREN WALKER	Karen Walker	✓
	Kate Spade	✓
	Kathmandu	✓
KENNETH COLE	Kenneth Cole	✓
 KERING	Kering	✓
KIK★KID	Kid-Kid	✓










COMPANY		FUR FREE
	Kipling	✓
	Kirivoo	✓
	KJA (Karl Joonas)	✓
	Kmart	✓
	Koala	✓
	Kustom (Billabong)	✓
	Lacoste	✓
	Ladakh	✓
	Lands' End	✓
	La Redoute	✓
	La Senza	✓
	Latest Buy	✓







COMPANY		FUR FREE
	Lee	✓
	Levi's	✓
	Leyna Luxe	✓
LIBERTY.	Liberty London	✓
 lululemon	Lululemon Athletica	✓
	Macy's	✓
	Madewell	✓
	Mahla Clothing	✓
	Maje	✓
	Mammut	✓
MANGO	Mango	✓
MARCCAIN	Marc Cain	✓

COMPANY		FUR FREE
Marc O'Polo®	Marc O'Polo	✓
<b>MARCS</b>	Marcs	✓
M&S <small>EST. 1884</small>	Marks & Spencer	✓
<b>MATT &amp; NAT</b> <small>vegan, cruelty free, recycled.</small>	Matt & Nat	✓
<i>m&amp;c</i> <b>BAGS</b>	Me & Bags	✓
<b>MEXX</b>	Mexx	✓
	Michael Kors	✓
<b>michelle-ann</b> <small>bras &amp; swimwear</small>	Michelle Ann Fashions	✓
	Miiomai	✓
<b>MIMCO</b>	Mimco	✓
<b>mini rodini</b>	Mini Rodini	✓
<i>Miss Me</i>	Miss Me	✓






COMPANY		FUR FREE
	Miss Selfridge	✓
<b>MISS SIXTY</b>	Miss Sixty	✓
<b>MIU MIU</b>	Miu Miu	✓
	Moncler	Fur free by 2024
<b>MONKL</b>	Monki	✓
<b>MONSOON</b>	Monsoon	✓
<b>MR PORTER</b>	Mr Porter	✓
	Muccia	✓
<b><u>MYER</u></b>	Myer	✓
<b>MY SIZE</b>	My Size	✓
<b><u>NAPAPIJRI</u></b>	Napapijri	✓
	Nautica	✓













COMPANY		FUR FREE
	Nerola	✓
NET-A-PORTER	Net-a-Porter	✓
next	Next	✓
	Nike	✓
NINE WEST	Nine West	✓
NIXON 	Nixon (Billabong)	✓
<b>NONO</b>	Nono	✓
NORDSTROM	Nordstrom	✓
	Oakley	✓
odd molly	Odd Molly	✓
Olsenhaus Pure Vegan	Olsenhaus	✓
	O'Neill	✓






COMPANY		FUR FREE
	Only Me	✓
ORGANIC.JOHNPATRICK	Organic John Patrick	✓
<i>Oscar de la Renta</i>	Oscar de la Renta	✓
<b>Otrium</b>	Otrium	✓
<b>OXFORD</b>	Oxford	✓
 <b>paul frank.</b>	Paul Frank	✓
	Patagonia	✓
<b>Peppers</b> formal wear	Peppers Formal Wear	✓
PERRY ELLIS	Perry Ellis	✓
<i>peteralexander</i>	Peter Alexander Sleepwear	✓
<b>POLOSHOP</b> .com	Poloshop.com	✓
<b>PRADA</b>	Prada	✓










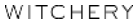


COMPANY		FUR FREE
	Qualitops	✓
	Quiksilver	✓
	Ralph Lauren	✓
REBECCA TAYLOR	Rebecca Taylor	✓
	Reef	✓
RES X DENIM	RES Denim	✓
RIVER ISLAND	River Island	✓
RIVETTE & BLAIR	Rivette & Blair	✓
	Roxy Australia	✓
s.Oliver®	s.Oliver	✓
	Safal Kids	✓
SAINT LAURENT PARIS	Saint Laurent	✓



COMPANY		FUR FREE
<i>Saks Fifth Avenue</i>	Saks Fifth Avenue	Fur free from 2023
	Salty Crew	✓
<b>SANDRO</b>	Sandro Paris	✓
<b>sanuk</b>	Sanuk	✓
sass & bide	Sass & Bide	✓
	Sculpt Australia	✓
<b>SELFRIDGES</b> 	Selfridges	✓
 SPIRITHOODS	SpiritHoods	✓
STELLA/McCARTNEY	Stella McCartney	✓
<b>STEVE MADDEN</b>	Steve Madden	✓
STREET CALLED <b>MADISON</b>	Street Called Madison	✓
<b>SUPERDRY</b>  冒險魂	Superdry	✓

COMPANY		FUR FREE
	Target	✓
	Ted Baker London	✓
	Teva Australia	✓
	The Limited	✓
	The Outnet	✓
	The North Face	✓
	The Uniform Place	✓
	Thies 1856	✓
	Tigerlily (Billabong)	✓
	Timberland	✓
	Tommy Hilfiger	✓
	TOMS	✓

COMPANY		FUR FREE
TOPMAN	Topman	✓
TOPSHOP	Topshop	✓
	Treloar Australia	✓
TRENER Y	Trenery	✓
	True Religion Brand Jeans	✓
	Uniqlo	✓
UNITED COLORS OF BENETTON.	United Colors of Benetton	✓
UNREAL FUR	Unreal Fur	✓
URBAN OUTFITTERS	Urban Outfitters	✓
	Valentino	Fur free from 2022
VAN HEUSEN	Van Heusen	✓
	Vans	✓

COMPANY		FUR FREE
	Vaude	✓
	Versace	✓
	Victoria's Secret	✓
	Vivienne Westwood	✓
	Von Zipper (Billabong)	✓
	Wallis	✓
	Weekday	✓
	Williams Sonoma	✓
	Williamson International	✓
	Witchery	✓
	Wolf & Badger	✓
	Work, Rest and Play Plus Sized Clothing	✓

COMPANY		FUR FREE
<b>Wrangler</b>	Wrangler	✓
YOOX NET-A-PORTER GROUP	Yoox Net-a-Porter	✓
YVES SAINT LAURENT	Yves Saint Laurent	✓
<b>ZARA</b>	ZARA	✓
ZARA HOME	ZARA Home	✓
<b>ZEGNA</b>	Zegna	✓

**DISCLAIMER** The Fur Free Guide initiative encourages brands and retailers to stop selling items containing genuine animal fur, and encourages consumers to support the businesses listed who already have fur free commitments. It is part of HSI Australia's efforts to improve the welfare of animals across the globe. Whilst care has been taken in the preparation of the contents displayed in this guide, it is for general information purposes only. HSI Australia does not assume or accept any responsibility and shall not be liable for the accuracy or appropriate application of the information displayed. There are links displayed to external pages run by third parties, but since we have no influence over the content of these pages, we cannot guarantee their accuracy. The content of third party pages is always the responsibility of the respective businesses. HSI Australia aims to keep this information timely and accurate and if errors are brought to our attention, we will endeavour to correct them in a timely manner.



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