

YOOX
NET-A-PORTER
GROUP



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Leading online luxury fashion retailer YOOX NET-A-PORTER GROUP announces fur-free policy with The Humane Society of the United States, Humane Society International and LAV

MILAN (6 June 2017) – YOOX NET-A-PORTER GROUP (YNAP), the world’s leading online luxury fashion retailer, has today announced a new fur free policy which will exclude all items and accessories made from animal fur from all of its multi-brand online stores NET-A-PORTER, MR PORTER, YOOX and THE OUTNET in line with its adherence to the international Fur Free Retailer Program. The fur free policy, outlined in the company’s 2016 Sustainability Report, confirms the commitment of the Group to managing environmental impact responsibly, and follows a long-standing relationship with The Humane Society of the United States (HSUS), Humane Society International (HSI) and Lega Anti Vivisezione (LAV).

This commitment ensures that YNAP’s multi-brand online stores promote commercial policies in-line with animal rights. YNAP will continue to work closely with HSUS, HSI, LAV, and other leading animal and environmental protection organizations to keep the Group and its partners continually updated about fur and ethical sourcing.

The fur free policy represents another step forwards for responsibility in fashion as the Group joins some of the world’s leading fashion brands and retailers adhering to the international Fur Free Retailer Program, supported by the Fur Free Alliance (FFA), an international coalition of leading animal and environmental protection organizations worldwide.

PJ Smith, senior manager of fashion policy for The HSUS, said: *“We applaud YOOX NET-A-PORTER GROUP for demonstrating compassionate leadership in the luxury fashion industry. This move should encourage designers and other retailers to opt for stylish and functional alternatives to fur and to shed the cruelty associated with commercial trapping and fur farming.”*

Claire Bass, executive director of HSI/UK, commented: *“YOOX NET-A-PORTER GROUP going fur-free sends a truly powerful message across the fashion world, and to luxury brands in particular, that fur is very firmly out of fashion. Designers and fashion retailers that continue to sell fur are peddling a product of immense animal suffering, so it is thrilling to see such influential brands embracing fur free policies.”*

Simone Pavesi, manager of animal free fashion for LAV, said: *“YOOX NET-A-PORTER GROUP’s commitment is a significant milestone that should stand as a leading example to the fashion world. It is a tangible signal that the clothing industry can be more sustainable and ethical, without necessarily resorting to the use of animal products.”*

Matteo James Moroni, Head of Sustainability at YOOX NET-A-PORTER GROUP, commented: *“YNAP is on a very important journey towards managing environmental impact responsibly. This journey began with the launch of our first sustainability initiative, YOOXYGEN, in 2009. Our fur free commitment announced today was inspired by a thorough and rigorous educational process with the HSUS and LAV regarding the protection of animal rights. We aim to act as a catalyst for change in the industry, sharing knowledge, innovating and leading by example.”*

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About The Humane Society International

Humane Society International is one of the only global animal protection organizations working to help all animals—including animals in laboratories, animals on farms, companion animals and wildlife—and our record of achievement demonstrates our dedication and effectiveness.

www.hsi.org

About The Humane Society of The United States

The Humane Society of the United States is the nation's largest animal protection organization, rated the most effective by its peers. Since 1954, The HSUS has been fighting for the protection of all animals through advocacy, education and hands-on programs. We rescue and care for tens of thousands of animals each year, but our primary mission is to prevent cruelty before it occurs. We're there for all animals, across America and around the world. Celebrating animals and confronting cruelty.

www.humanesociety.org

About Lega Anti Vivisezion (LAV)

"A world where every animal has freedom, dignity, life". This is the vision of the largest Italian animal rights organization.

Promotes and brings about a cultural change in the way we relate to other animals, with a view to achieving a lifestyle and making political choices based on respect for and solidarity towards all living beings, irrespective of their species. Puts a stop to any form of exploitation and suffering by asserting animals' rights and promoting the issuing and implementation of new laws.

Created Animal Free Fashion, the first ethical rating to give value to fashion businesses based on the number of animal materials they have renounced using. Adhesion to the project and use of the ANIMAL FREE label are free of charge.

Established in 1977, LAV brings together around 50,000 people (members and contributors) and has 66 local chapters.

www.lav.it

www.animalfree.info

About YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores [NET-A-PORTER](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous ONLINE FLAGSHIP STORES, all "Powered by YNAP". Through a joint venture established in 2012, YOOX NET -A-PORTER GROUP has partnered with Kering to manage the [ONLINE FLAGSHIP STORES](#) of several of the French group's luxury brands. The Group has offices and operations in the United States, Europe, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP.

For further information: www.ynap.com | LinkedIn: [YOOX NET-A-PORTER GROUP](#) | Twitter: [@YNAP](#)