

October 2, 2018

DVF COMMITS TO GOING FUR FREE.

DVF has committed to cease production and use of fur in all upcoming collections. Concerned with the ethical and environmental impact of using farmed fur in fashion collections, and answering the consumer's desire for ethical fashion, the company has partnered with the Humane Society of the United States and PETA to end the exploitation of animal fur in fashion.

"It's time for us to make this change and accept responsibility to ensure that we don't promote killing animals for the sake of fashion. We are committed to supporting the shift to a more ethical and sustainable fashion industry by providing the consumer with innovative and sophisticated alternatives. Beginning with 2019, DVF will not incorporate the use of exotic skins, mohair, angora, or fur." – Sandra Campos, DVF CEO

"I am so excited that technology has provided us a way to feel as glamorous with faux fur." – Diane von Furstenberg, Founder of DVF

"We support our Chairwoman Diane von Furstenberg and her decision to go fur-free. The CFDA will work with the brand to establish a roadmap that allows DVF to maximize ethical and sustainable practices." – Steven Kolb, President and CEO of the CFDA

DVF's commitment to go fur free, including eradicating the use of exotic skins, mohair and angora, is part of a wider sustainability initiative; the brand is working on a sustainability roadmap with the CFDA and will also be focusing on innovative textiles as fur substitutes.

For more information, please contact:
Malcolm Carfrae - Malcolm@carfraeconsulting.com

About DVF

Diane von Furstenberg founded her eponymous line in 1972. It has since become a global luxury fashion brand celebrated for its bold and creative approach to color and print, and admired for its sensual femininity. Renowned for its iconic wrap dress and signature prints, DVF now offers a full collection of ready-to-wear and accessories, and has established itself as a leader of creativity in the fashion industry. Headquartered in New York City, DVF has a global distribution network in over 55 countries and 1500 points of sale including 148 DVF owned and partnered stores throughout North and South America, Europe, the Middle East, and Asia Pacific. www.dvf.com