

Tony Benn

Angela Ahrendts
Chief Executive
Burberry
18-22 Haymarket
London
SW1 4DQ

29th February 2008

Dear Miss Ahrendts,

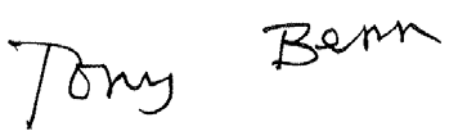
As a former elected Member of Parliament, it was with great dismay that I learned from People for the Ethical Treatment of Animals (PETA) Europe that Burberry, a company which goes to great lengths to play on its British heritage in its literature and advertisements, is selling clothes made from real fur.

I'm sure I do not need to remind you that fur farming is banned in the United Kingdom on moral grounds, and I am very proud to say that I was one of the MPs who supported the banning of this vile industry – which traps, gasses, electrocutes and poisons millions of animals every year in the name of vanity. This decision had the support of the overwhelming majority of the British public, who find the killing of animals for their fur cruel, unnecessary and morally repugnant.

How desperately sad then that Burberry has taken this huge moral step backwards by choosing to adorn its garments with a product of such misery and suffering, a product that is unacceptable by any British standard. Surely, with all the innovative new materials and technology at your disposal in the 21st century, Burberry should be able to design with creativity and not with animal skins. Many other high-profile designers have already made this progressive move away from cruelty, including Stella McCartney, Vivienne Westwood, Tommy Hilfiger and Ralph Lauren – won't Burberry join them?

I look forward to hearing from you on this issue.

Yours sincerely,

A handwritten signature in black ink, consisting of the name 'Tony' followed by 'Benn'. The signature is written in a cursive, slightly slanted style. A vertical red line is positioned to the right of the signature.

Tony Benn