ASSIGNMENT # 3 SOCIAL CHANGE BLOG POST

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**Don’t kill animals and birds for your fashion apparel**

Kirsten Janssen is a millennial who is committed to eliminating meat, dairy products and eggs. Janssen chose to be vegan because she loves animals and has made a conscious decision to never sacrifice the life of an animal for the sake of a meal. However, until recently she was only vegan in regard to her food choices. Recently, Janssen was introduced to the concept of vegan clothing in an article from one of the leading animal rights activists and it changed her whole perceptive towards the fashion industry.

“New vegans should not only focus on eliminating meat, dairy products, and eggs but should also consider adopting vegan shopping habits. It is not always technically or financially possible to replace every non-vegan product that has been purchased,” says Janssen. “The damage has already been done once the product is bought. But once you deeply connect with veganism, it often becomes uncomfortable to wear clothing made from animals. And as clothing becomes old and worn out, it is our responsibility to replace these products with more ethical ones.” she adds. In her own vegan journey, Janssen decided to change her shopping habits and switch to vegan clothing.

In order to inspire others, she decided to run a campaign to change the perception of individuals towards vegan clothing. In order to accomplish this goal, she collaborated with Manitoba Animal Save to protest against brands that use animal skin or fur for clothing. According to the [Animal Charter](https://www.animalcharter.ca/fashion/), in Canada every year, over four million animals are killed for leather, wool, fur, down and silk to produce fashionable and luxury apparel. “No animals deserve to be slaughtered or tortured for our luxuries. Animals have families, animals feel pain, animals feel love, animals do not want to be mistreated and animals do not want to die,” says Janssen. “[According to Footwear News](https://footwearnews.com/2018/fashion/designers/fur-free-luxury-fashion-brands-1202671394/), in 2018, we saw several international brands such as Gucci, Burberry, Jimmy Choo, Versace, Michael Kors, and many more ditch real fur and leather from their products. Similarly, other brands also need to adopt to the same practices.” she adds.

“I can’t believe, how some fashion labels mistreat animals at farms for their skin, fur and wool,” says Janssen, referring to [an article addressed by People for the Ethical Treatment of Animals (PETA)](https://www.peta.org/features/coyotes-killed-for-canada-goose/). Most animals used for their skins, live and die on such farms. Animals like sheep and coyote are kept in such farms and are trimmed brutally. This causes a lot of physical pain and emotional stress. This would be similar to breaking someone’s leg and then giving them a wheelchair. Moreover, they are separated from their families and killed in cruel ways that protect their wool and fur through methods like neck breaking, poisoning and anal electrocution.

Similarly, as [per Vegan Peace](http://www.veganpeace.com/animal_cruelty/downandfeathers.htm), birds such as ducks and geese are plucked alive to obtain their down and feathers for luxury jackets. Just imagine the pain if someone plucked all the hair from your body (it is the same pain that these birds go through). Even worse when all the feathers are plucked out many birds are paralyzed with fear and are left with injuries (some even die due to this procedure). To prevent such barbaric practices, organizations like The Gentle Barn are taking the initiative to rescue birds and animals from severe abuse. [This initiative has helped approximately 125,000 individuals around the world to choose vegan products. It also prevented the deaths of over 25 million animals, reduced 500 million lbs of carbon emissions and saved 25 billion gallons of water every year.](https://www.gentlebarn.org/)

After a candid interview with Janssen, she mentioned “We can easily go vegan overnight, if we care enough to do so. Now is the time where ignorance is no longer an excuse. We must take action to create change,” I was so inspired by her story that I joined her at her next protest against brands that use animal skin or fur for clothing.

According to Janssen, you can help stop this cruelty. Just ensure that, whatever your purchase has no fur, leather, wool, down or any other animal ingredients. Read the label before your purchase and if it contains any animal ingredients, leave it on the shelf. There are so many alternatives in this day and age that do not involve animal ingredients. It’s never too late to make a change in your shopping pattern and stop supporting this heartless industry with your money. For humans it might be fashion but for animals its torture and for many, it costs them their lives. Animals can’t speak for themselves, so it’s high time we speak for them.

Go vegan today, you can go vegan today. Join the conversation by commenting below or simply tag us to support our cause with #itsnotclothesitsviolence #animalabuseindustry #neverbesilent #saynotofurtrade #makeyourfirstmovetocreatechange.

References

<https://www.animalcharter.ca/fashion/>

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