

ANIMAL CRUELTY IN THE FASHION INDUSTRY

Who are you wearing today?

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Have you ever seen similar clothing and accessories before - fuzzy trims, fluffy coats, and scaly handbags?



Do you know what all these have in common? All are made of animal skin. You might ask, "what is so shocking in that? Everyone wears them these days. But did you know that about 85% of the fashion industry uses the skin of captive animals at fur farms? A numberless list of Species including rabbits, minks, sheep, cows,

foxes, raccoon dogs, snakes, pigs, birds, crocodiles are bred and slaughtered for their fur each day. Using animals for fashion is a grave issue and as responsible citizens, I implore that helping these innocent beings is the need of the hour.

Animals in the fur industry

The use of animals in the fur industry is rapidly increasing. According to PETA, about 100 million animals are killed each year for their fur. You might even have products made from animal pelt lying in your house. Apart from apparel, these may include nail polish, crayons, cake mixes, plastic bags. But do you think that it is right to slaughter animals to have these? No, it is unethical.

Animal fur has played an important role in fashion throughout history. However, if our style of fashion can change, then why can't the use of animal fur in the fashion industry change too? Leading brands such as Gucci, Calvin Klein, Tommy Hilfiger, and Versace have, in fact, stopped using real animal fur. But unfortunately, most still do. You may wonder why they use animal fur? It is our demands; we demand the usage of animal fur in our clothes. Us consumers bear a responsibility.

Slaughtering methods

The method of fur extraction is gruesome. Small animals are often stuffed into boxes and are then poisoned with hot, unfiltered engine exhaust from a truck. However, engine exhaust isn't always lethal and in some cases the animals are conscious while they are being skinned. Larger animals have rods put in their mouths and anuses forcefully, and these animals are then painfully electrocuted. Remaining animals are poisoned with strychnine that paralyzes their muscles with painful cramps, thereby leading to suffocation. Other methods such as neck breaking and gassing are used too. Aren't these methods so inhumane? Imagine the pain these animals have to go through - being skinned while they are conscious, being electrocuted and being paralyzed.

No one deserves such a death. We fail to realize that these animals have a soul, just like us. They have a small heart that is beating, just like us. They are the children of God, just like us. They are not tools that we can use for our own benefit and misuse them just because they can't vocalize their thoughts and feelings.



Environmental impact of animals in the fur farms

Slaughtering and skinning of animals doesn't only harm these species but the environment too, which in turn harms our health. According to the world bank, the hazardous process of fur dressing is so problematic that it is now ranked as one of the world's five worst industries for toxic-metal pollution. In Denmark, where more than 19 million minks are killed for their fur each year, more than 8,000 pounds of ammonia is released into the atmosphere annually. Due to this, the health of a lot, such as burning of eyes and lung damage, of citizens of Denmark has been impacted.

Fur farm pollution consists of transporting feed for the animals, their waste, provision of electricity, using pesticides, etc. as well. Furthermore, Oxford University researchers studying land degradation in Karoo, South Africa, reported that large numbers of farmed animals, especially sheep, were responsible for an unfavorable change in vegetation and erosion that led to the formation of eroded areas. When all these processes are taken into account, the negative environmental impact from producing a fur coat and trim can be three times higher than making a faux fur coat. In some cases, the environmental effects may be 10 times higher.

Prima facie, using fur for fashion can be illusive - it leads us into thinking that using animal fur is in our interest. However, the truth is that it is harming us more than temporarily benefiting us.



Fast fashion and self-expression

Fast fashion is one of the major reasons as to why we use animal fur in clothing. Fashion is viewed as a significant method of self-expression. The clothes you wear, the accessories you put on are awesome ways of putting forth your personality, your thoughts, and ideas, and who you actually are as an individual. You can probably guess someone who likes to wear gaudy clothes is an extrovert and very outgoing. Hence, a lot of people believe that following fast fashion would make them look “modern”. In the United States,

about 88% of the consumers fall into the trap of fast fashion. A lot of us don't realize that being a prey of fast fashion doesn't make us look "modern", rather it shows how selfish we are for wearing animal skin.

We don't understand what goes into making these clothes - It is not the production cost, it is not the design on the cloth, it is not the hard work of the labor, but it is the sacrifice of an animal. Therefore, let us not be blind by believing that wearing animal skin portrays our "cool" personality, but it displays a self-serving personality. Hence, let us be apart from the crowd who have already fallen for the animal skin and work towards curbing this issue!



Solutions and conclusion

Thankfully, the recent innovation and rediscovery of several alternatives in textile manufacturing carves an easy path for us. Numerous plants based, sustainable and renewable fabrics are available, including hemp, cotton, bamboo, and linen. we must pledge to support brands that use vegan fabrics instead of animal fur in their clothes. We must also keep spreading this message, for the benefit of several species, the environment, the health of this generation and the next. Let us all act against this issue of animal cruelty in the fashion industry and save the planet!

Citations:

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