

Gucci going fur-free in 2018

Notes & Cues:**Article:**

From the runway to the red carpet, animal fur products from Gucci are set to be a thing of the past.

The storied Italian fashion house announced that it will no longer "use, promote, or publicize animal fur, " in its collections beginning with its Spring 2018 line, CEO Marco Bizzarri said.

The Humane Society called Gucci's pledge a "huge game-changer" for the fashion world. The fashion house is in good company, joining leading brands Calvin Klein, Giorgio Armani, Ralph Lauren and Stella McCartney in the crusade.

Moving forward, the brand will waste no time capitalizing on old fur items in its inventory. Gucci is set to auction off any remaining fur items with proceeds to benefit the Humane Society and the Italy-based animal-rights organization LAV.

Summary: