

WHAT ARE YOU REALLY WEARING?



Why that fake fur trim on your coat or that pom-pom on your hat might actually turn out to be REAL FUR

Most high street stores have fur-free policies, but adornments and trims from rabbits, cats, dogs, racoons, foxes and minks are appearing on clothes sold by independent retailers, on market stalls and online. Just because something is cheap doesn't mean it isn't made using real fur. Please be vigilant when buying what you think is fake fur because it just might not be...

A ROUGH GUIDE TO SPOTTING REAL FUR

SEPERATE THE FUR AT THE BASE: If it's fake, you will see the fabric webbing. If it's real, it will be attached to skin which will probably resemble suede.

LOOK AT THE TIPS OF THE HAIRS: Real animal hairs taper to a fine point unless they have been sheared or cut, where as fake fur typically will not.

DO A BURN TEST: Obviously this is only for items you already own. Clip off a small piece of the fibres and set light to them. If they melt like plastic, it's fake. However, if they singe and smell like burning hair, it's real.

WHAT NOT TO DO

GO BY THE PRICE: Tragically it's now so cheap to produce real fur in places like China that it can be cheaper for manufacturers to use than fake fur.

GO BY TOUCH: Today's fake fur is so good that it can be difficult to tell it from real fur.

READ THE LABEL: Complicated labelling rules mean that only 80% of an items composition has to be reflected on the label. That means that real fur adornments and trims are often omitted by unscrupulous producers who know that most people find real fur unacceptable. Labelling laws also do not apply to accessories such as shoes, handbags and key-rings.

If you find somewhere that you think is selling real fur contact either ourselves at The Animal Protection Shop or CAFT (The Coalition Against the Fur Trade). Alternatively, if you come across somewhere you think is passing off real fur as fake, then contact your local trading standards who can start an investigation into misleading selling practices.

This leaflet is produced and distributed by The Animal Protection Shop on behalf of The Animal Protection and Woodland Organisation (Charity No: 1141642). www.animalprotection.org.uk. If you would like to help fund our work you can either drop a donation into one of our shops, or alternatively send a cheque or postal order made payable to The Animal Protection Shop to: 7 Harding Road, Bexleyheath, Kent, DA7 4PS.