

Benetton Group rigidly applies a company – wide ban on the use of real fur for its apparel and accessories

In full accordance with its consumer-directed sustainability and transparency policy, Benetton Group rigidly applies a company – wide ban on the use of real fur for its apparel and accessories.

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This ban is applied globally, across all Benetton Group brands and all suppliers. It is rigorously monitored by means of numerous checks, prior to production, through the production process and subsequent phases.

The Company implements these rigorous checks in the firm belief that, in addition to respecting current regulations, it is necessary to respect current regulations, protect animal species and avoid the strongly negative environmental impact of the fur production chain.

13 April 2012