

Animal Rights within the Textiles Industry

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Introduction

The majority of consumers have little to no issue with wearing leather, however they cannot fathom the thought of wearing fur. Leather is often viewed as a very functional product while fur is seen as being excessive. However, the methods for harvesting leather do not differ from those for harvesting fur. We conducted a research to examine how consumers' perceptions change their decisions with regards to animal cruelty in the textiles industry.



Courtesy of Peta



Courtesy of EuropeanCeo

Methods

We created a survey using Google Forms, which was disseminated to our target population, regarding their views on leather and fur. The following questions were included on the survey:

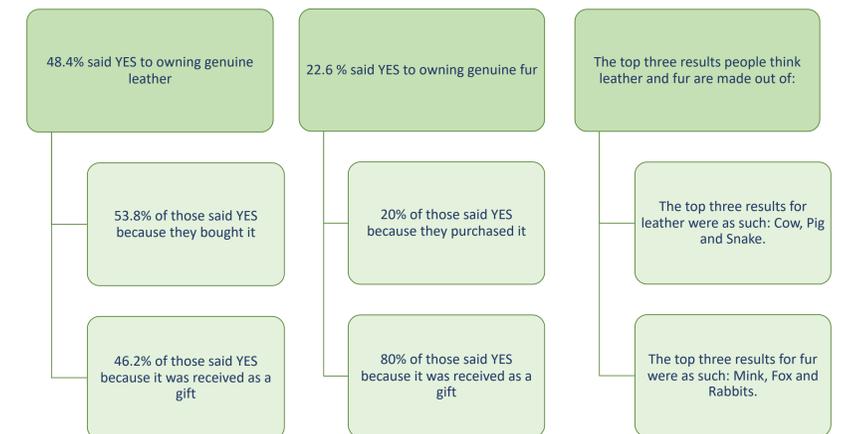
- Do you own anything that is genuine leather, if so how did you obtain it?
- Do you own anything that is genuine fur? If so, how did you obtain it?
- Off the top of your head, what are the top three animals that you think leather is made out of and how is it harvested?
- Off the top of your head, what are the top three animals that you think fur is made out of and how is it harvested?
- What is your knowledge of animal rights and what impact do you think it has on the leather and fur industry?

We had a total of 31 respondents, which were recruited to participate through a snowball sampling technique using Instagram and GroupMe.

Literature Review

There are multiple fabrics made from several different animals in the textiles industry. No matter what trend one may be following, there will more than likely be at least one of their fabrics made from a harvested animal. As lovers of fashion ourselves with a desire to wear more sustainable clothing, we decide to research what animals are currently being used in the textiles industry. The Peta organization informs us of thirteen animals that are commonly being used for textiles, and these include: sheep, minks, cows, rabbits, foxes, raccoons, chinchillas, snakes, beavers, seals, bears, dogs and cats (Peta Kids, 2018). Animals are solely being used to be harvested in inhumane ways. The way that the animals are killed involves being tortured and murdered in the worst ways imaginable.

Results



Conclusion

Based on the responses taken from our survey, the majority of our respondents are more willing to own and purchase leather over fur. It has become obvious that people are more concerned with the way some animals are treated over others. The methods of harvesting animals for fur and leather do not differ; however, the perception of animal cruelty does. Further education is needed by consumers to understand the concerns regarding harvesting of leather and fur in the textile industry. Animal rights groups and activists should work to create easy-to-understand materials that would educate the general population on the concerns of the leather and fur industry.

References

Peta Kids. (2018, May 1). *12 surprising animals that people actually wear*. <https://www.petakids.com/photos/animals-people-wear/>

Ballard, B. (2018, August 7). *Fashion victims: Inside the clothing industry's emotive fur debate*. <https://www.europeanceo.com/lifestyle/fashion-victims-inside-the-clothing-industrys-emotive-fur-debate/>

Peta. (2020, December 2). *Leather, wool, and other clothing made from animals*. <https://www.peta.org/features/leather-fur-which-is-worse/>