

How pictures of how
people responded to



**ASSIGN
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HOW PEOPLE RESPOND TO HERMÈS? INVOLVEMENT IN ANIMAL CRUELTY

The respondents involved in this analytical research based on how the public is responding on the issue regarding animal cruelty on the fashion brand, can be called as 'HERMÈS'. The primary data were analyzed and finalized using a percent of response. In the recent researches, it was proven that the brand 'HERMÈS' was linked to various unethical issues regarding the living creatures. "Hermès deplores the relentless attacks by PETA aiming to harm its reputation through a dishonest representation of the facts and a complete ignorance of the deep ethical commitment of Hermès to the fight against animal cruelty, as well as any other welfare concerns." (Gush, 2016) a freelance writer expressing their thoughts on the recent news of a company, so called as 'PETA' that reportedly bought some shares from 'HERMÈS' to speak out on this issue against animal cruelty.

BELOW ARE SOME PICTURES OF HOW PEOPLE RESPONDED TO THE ISSUE These are some researched that shows the rage on the public, expressing their thoughts on the luxurious and expensive handbags created by 'hermes'. The comments made by ICYMI includes the involvement of PETA's recent investigation on Hermes where it was proven where those bags and watchbands actually came from. Those animals were still conscious, flailing and kicking the minute they were killed.

Hermes, animals are #NotOurs2Wear. #Killed4Hermes" (Savage, 2015) These are some comments made by a writer that works at the company named after 'PETA'. Another evidence of some researches that was linked to the movements made by "PETA" was during last summer, the animal rights group People for Ethical Treatment of Animals (PETA) released

some horrendous details regarding the investigation made towards the farms which involves the killing of crocodiles and alligators while living following by skinning those precious skins alive.

Further researches shows a PETA investigator working undercover at the Lone Star Alligator Farm in Winnie, Texas, between October and November last year. While other researches mentioned, "two undercover Peta investigators at Zimbabwe were able to get a tour of Padenga, one of the largest suppliers of crocodiles and alligators for skin. Something in common of both farms is that they both supply tanneries used by Hermes to provide skins for their bags and other products." Yesterday (May 31), PETA showed exactly how it is putting those shares to use." (Thompson, 2015) PETA representatives attended the Hermès annual shareholders' meeting in Paris, and from recent research found that the animal right groups had grabbed the opportunity to publicly in front of hundreds of investors and shareholders to claim the rights towards animal, a PETA France spokeswoman, Isabelle Goetz, had read out the allegations of cruelty to animals where it states her question towards Hermes and other board members if they would someday stop using exotic skins, according to AFP." (Bain, 2016) Jane Birkin overview In response, Hermes had released this statement which states: "Actress and singer, Jane Birkin has expressed her concerns regarding practices for slaughtering crocodiles. Her comments do not in any way influence the friendship and confidence that we have shared for many years," said a statement from the brand.

"Hermès respects and shares her emotions and was also shocked by the images recently broadcast." (Slone, 2015) It was mentioned that Jane

Birkin had reportedly requested Hermès to remove her name from the bag following by the investigation held by PETA concerning on the topic of animal cruelty by using crocodiles and alligator's skin for its bag, accessories and watch straps. (O'Connor, 2017) Addition comments Another celebrity named as, Lady Gaga reportedly commented on allegations made towards her actions of wearing fur coat. " In these statements, Gaga did not apologize for her actions; instead she attempts to paint herself as someone with nuanced beliefs involving fashion and animal cruelty." (Davisson) She states her love for the beauty of animal in fashion as she is not strictly vegan and requested the fans and media to respect her views and beliefs. (Davisson) WHAT PETA SPOKEMAN RESPONDED The issue regarding animal cruelty has yet to place some negative outcomes on the sales of Hermes as the brand continues to soar. " The thought of purposely breeding and killing crocodiles for an outdated, overpriced handbag should make any fashionista's skin crawl. If Hermes really wants to be a leader in the fashion industry, it should stop killing animals for cold-blooded vanity and use animal cruelty-free mock croc and fake snake instead," (Flavell, 2009) PETA Senior Vice President Dan Mathews .