



Gucci Commerce Europe SpA  
Via Don Lorenzo Perosi 6  
50018 Scandicci, Florence  
Italy

Cc:  
Alessandro Michele (Creative director)  
Christopher Simmonds (Art director)

February 1<sup>st</sup>, 2022

**RE: Showing of live tigers in the #GucciTiger campaign**

Dear Mr. Michele and Mr. Simmonds,

As animal welfare and biodiversity protection organizations, we are extremely alarmed to see the portrayal of live tigers in the #GucciTiger campaign. This campaign, designed to celebrate the Year of the Tiger, fails to recognize that tigers are endangered wild animals, with highly complex physiological and behavioural needs, whose very survival is being threatened by their commercial exploitation. Instead, the #GucciTiger campaign glorifies the cruel and dangerous misuse of these animals as pets or luxury items. Displaying live tigers laying, sitting or walking around the house – regardless of whether or not the animals were actually placed in these settings during the shooting of the images – perpetuates the erroneous belief that these animals are suitable to be kept as pets. Tigers require vast expanses to run on, have very complex dietary needs, and require stimulating and enriching environments in which they can make their natural behavioural choices. They become stressed from involuntary interaction with humans and have proven themselves more than capable of lethally injuring their owners. These animals should never be kept in the ways that the #GucciTiger campaign so casually displayed.

Such ad campaigns fuel the global demand in wild animals as pets and luxury products, which experts worldwide are desperately trying to curtail. As a global, high-end fashion brand, your platform reaches millions of consumers worldwide. Many of these consumers do not want to see such harmful and unsustainable practices anymore. We therefore urge you to please use your platform in an animal welfare-conscious manner, showcasing that Gucci is part of the solution rather than perpetuating these problems. Gucci has shown this type of leadership before, by being the first Kering fashion house to commit to eliminating fur, as well as by joining the Lion's Share Fund to raise funding for the protection of endangered species and their natural habitats. We call on Gucci to remain consistent and at the forefront of these movements by eliminating the use of wild animals in all of its campaigns. Because surely you must agree that animal cruelty is not a fashion statement.

On behalf of the undersigned organizations (see full list below), we thank you for your consideration of this important issue. It is our sincere hope that you will respond to this call by taking diligent actions. First and foremost, by taking down the images of live tigers and by making a clear public commitment to no longer use or portray any wild animals in your campaigns. We urge you to instead use your platform to respect, support and promote the protection of animal welfare and biodiversity, and we would be very open to engage in a further dialogue on this.

Sincerely,



Signed by:

1. AAP Animal Advocacy and Protection
2. Aktionsgemeinschaft Artenschutz (AGA)
3. Animal Defenders International (ADI)
4. Animal Friends Croatia
5. Animal Protection Denmark
6. Animal Public
7. Animals Asia Foundation
8. Animaltalk Africa
9. Asociación Nacional para la Defensa de los Animales (ANDA)
10. Big Cat Rescue
11. Born Free Foundation
12. Bundesverband Tierschutz
13. CAS International
14. CATCA Environmental and Wildlife Society
15. Catholic Concern for Animals
16. Cheetah Conservation Fund
17. China Biodiversity Conservation and Green Development Foundation
18. Coalición para el Listado Positivo
19. Code Animal
20. Deutsche Juristische Gesellschaft für Tierschutzrecht
21. Deutscher Tierschutzbund
22. Dierenbescherming
23. Ecoflix Foundation, Head of Conservation Ian Redmond
24. European Alliance of Rescue Centres and Sanctuaries (EARS)
25. EMS Foundation, Executive Director Michele Pickover
26. Fondation Brigitte Bardot
27. Fondation Franz Weber, CEO & President Vera Weber
28. Four Paws
29. Freeland Foundation
30. Fundación para el Asesoramiento y Acción en Defensa de los Animales (FAADA)
31. Future 4 Wildlife, Co-Founder Stefania Falcon
32. Global Law Alliance for Animals and the Environment
33. Green Rev Institute
34. International Fund for Animal Welfare (IFAW)
35. La Fondation Droit Animal, Éthique et Sciences (LFDA)
36. OneKind
37. Pan African Sanctuary Alliance (PASA)
38. People for Nature & Peace
39. People for the Ethical Treatment of Animals (PETA)
40. Performing Animal Welfare Society (PAWS)
41. ProWildlife
42. Royal Society for the Prevention of Cruelty to Animals (RSPCA)
43. Save and Protect Our TreasureS (SPOTS)
44. Sophia Vereeniging
45. SEY Animal Welfare Finland
46. Voice4Lions
47. Vogelschutz Komitee, President Dr. Eberhard Schneider
48. Wereld Natuur Fonds (WWF, The Netherlands)
49. World Animal Protection