

# Animal Cruelty is in fashion at Joseph



**Joseph helps the fur trade turn innocent creatures like this rabbit...**

...into this

**Here is the rest of that fur coat**



**[www.caft.org.uk](http://www.caft.org.uk)**

**Don't shop at Joseph until they stop selling all animal fur**

## If You Care About Cruelty To Animals Don't Shop At Joseph

Joseph Ltd is an expanding chain of fashion shops, they have some 15 stores around London, as well as concessions in several department stores. While Joseph likes to see itself as glamorous and stylish, this is a company with a bloody and shameful record of making profits from animal abuse.

Joseph shops have been selling coats and other products made from real animal fur, and despite numerous protests, letters and phone calls, the company refuses to adopt a fur-free policy.

The UK Parliament took a democratic decision to outlaw the farming of animals for fur in the UK, because the vast majority of the public consider it barbaric and unnecessary.

However, companies such as Joseph are still allowed to make profits from selling fur products imported from countries where such practices remain legal.

Joseph have many outlets in several countries and their fur sales make them a major contributor to a brutal and shameful business.

Following the decision by several department stores to go fur free in recent years, such as Fenwicks, Harvey Nichols and Selfridges, Joseph was forced to withdraw fur from their concessions in these stores.

These concessions have remained open without the need to sell fur, there is

absolutely no reason for Joseph to continue to sell fur in its High St stores.

### What you can do

#### Don't buy anything from Joseph

The only way to persuade them is for compassionate people not to shop there until Joseph adopts a clear fur free policy.

There is nothing you can buy in Joseph which isn't available in the many other fashion shops in the area, nearly all of which do not sell any animal fur at all.

**Contact Joseph**, ask them to stop the sale of all animal fur, including rabbit fur. Tell them you won't shop there again until they do, and you will encourage others to do the same.

Please inform us if you get a reply, or have any information about Joseph Ltd.

**Write to: Joseph Ltd Head Office  
Unit 11, The Piper Centre, 50 Carnwath Rd,  
London, SW6 3JX.  
Tel: 020 7736 2522, Fax 020 7736 1644**

**Joseph (this seems to be their main shop)  
23 Old Bond St, London, W1S 4PZ.  
Tel: 020 7629 3713, Fax 020 7491 8092**

**For more details about the fur trade and how to get involved in campaigning to stop it, fill in and send the coupon to the address below.**

Name.....Address.....

.....Tel:.....

email.....I enclose a donation of £.....

**Coalition to Abolish the Fur Trade (CAFT) PO Box 38, Manchester, M60 1NX  
Tel: 0845 330 7955, Email: [caft@caft.org.uk](mailto:caft@caft.org.uk), Website: [www.caft.org.uk](http://www.caft.org.uk)**