

Manny Mashouf, Chairman
bebe stores, inc.
400 Valley Dr.
Brisbane, CA 94005
fax: 415-715-3939; email: MMashouf@bebe.com, askus@bebe.com

Dear Mr. Mashouf,

I am surprised a successful chain like bebe feels it must market fur and fur-trim items to remain competitive. Informed consumers do not want to purchase the byproduct of animal abuse. In fact, 94% of responders to a 1998 Cosmopolitan magazine survey opposed the slaughter of animals for their fur.

Millions of wild animals are mutilated in steel-jaw leghold traps. If they don't succumb to exposure or starvation, they are clubbed, stomped or suffocated when trappers return hours or days later. At least one of every four animals gnaw their teeth to the jawbone or chew off their feet to escape the trap's excruciating clench.

The fur used in many bebe products comes from rabbits confined in dingy, waste-soaked cages. Unlike rabbits in the wild, those raised on fur farms spend their entire lives in tiny wire mesh boxes where many perish from dehydration, starvation or self-mutilation. To preserve their fur, killers break necks and bludgeon skulls before stringing rabbits up by their legs to behead them.

Animals farmed for their fur are not even covered under the Humane Slaughter Act. Many are electrocuted through their genitals. Others are "neck-popped," injected with pesticides, or asphyxiated with carbon monoxide from unfiltered engine exhaust. No matter how you package the end product, ALL fur is rooted in violence and suffering.

I cannot in good conscious patronize your stores until a no-fur policy is instated. Please keep me informed about any plans to replace all fur with sophisticated faux alternatives.

Thank you,

Ann Taylor Stores
J. Patrick Spainhour, Chairman and CEO
100 Ann Taylor Drive
P.O. BOX 571650
Taylorsville, UT 84157-1650
ph: 800-342-5266; fax: 866-232-9266; email: clientservices@anntaylor.com
web email:
<http://www.anntaylor.com/Templates/Content/atEmailUs.tem?subject=Merchandise/Product%20Inquiries>

J. Patrick Spainhour:

I am surprised a name as sophisticated as Ann Taylor sells fur and fur-trim items. After years of fur-free inventory, this is disheartening news for the many consumers who won't purchase the byproducts of animal abuse.

Please note that I cannot in good conscious patronize your stores until a no-fur policy is instated.

Accessories such as your "fur pull through scarf" come from the hundreds of millions of rabbits slaughtered annually for their fur. Most are confined in dingy, waste-soaked cages. Unlike rabbits in the wild, those raised on fur farms spend their entire lives standing inside wire mesh boxes. Many perish from dehydration, starvation or self-mutilation. To preserve their fur, killers break necks and bludgeon skulls before stringing rabbits up by their legs to behead them.

Furriers often justify rabbit furs as "leftovers" from the meat industry. Yet according to the Food and Agricultural Organization of the United Nations: "There is no hope of supplying quality furs under current rational production conditions for meat rabbits, particularly those slaughtered at 11 weeks." Rabbits raised for meat are a different, larger breed than those bred for their fur. They live and die miserably, simply to make a fashion statement.

All fur is derived from pain and suffering. Animals on fur farms are not even covered under the Humane Slaughter Act. They are electrocuted through their genitals, "neck-popped," injected with pesticides, or asphyxiated with carbon monoxide from unfiltered engine exhaust.

In addition, millions of wild animals are mutilated in steel-jaw leghold traps. If they don't succumb to exposure or starvation, they are clubbed, stomped or suffocated when trappers return hours or days later. At least one of every four animals gnaw their teeth to the jawbone or chew off their feet to escape the trap's excruciating clench.

Please keep me informed about any plans to replace all fur with sophisticated faux alternatives. I will gladly shop Ann Taylor when it no longer supports the violent fur trade.

Thank you,

Claudio Del Vecchio, CEO, Brooks Brothers
346 Madison Avenue
New York, NY 10017
ph: 1-800-274-1815; fax: 1-800-274-1010
web email: <http://www.brooksbrothers.com/aboutus/contact.tem>

Dear Mr. Del Vecchio:

I am frustrated an influential retailer such as Brooks Brothers continues to sell fur and fur-trim. I sincerely hope Brooks Brothers will join the growing number of progressive retailers that no longer market animal cruelty.

All fur is derived from pain and suffering. Animals on fur farms are not even covered under the Humane Slaughter Act. Many are electrocuted through their genitals. A 240-volt electrical shock is transmitted via a metal conductor lodged in the animal's throat and an electric prod inside the rectum. An alert animal may convulse for more than two minutes before succumbing to the force of a massive heart attack.

To minimize expenses, other animals are crudely "neck-popped," injected with pesticides, or asphyxiated with carbon monoxide from unfiltered engine exhaust. Animals farmed for their fur live as horribly as they die, confined in dingy, waste-soaked cages where many perish from dehydration, starvation or self-mutilation.

In addition, millions of wild animals are mutilated in steel-jaw leghold traps. If they don't die from exposure or starvation, they are clubbed, stomped or suffocated when trappers return hours or days later. At least one of every four animals gnaw their teeth to the jawbone or chew off their feet to escape the trap's excruciating clench.

Steel-jaw leghold traps, which consist of any spring-powered pan or sear-activated device, also snap shut on dogs, cats, deer, livestock and other non-target animals. Endangered species are among the millions of "trash animals" trappers dump every year.

Inexpensive snare traps are even more hazardous than leghold traps. Trappers commonly set dozens of the traps within a wide area, where unsuspecting companion animals or hikers can easily wander into their agonizing grip.

I cannot in good conscious patronize your stores until a no-fur policy is instated. Please keep me informed about any plans to replace all fur with sophisticated and nonviolent faux alternatives.

Thank you,