



**PETA**

PEOPLE FOR THE ETHICAL  
TREATMENT OF ANIMALS

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March 26, 2008

Robert Polet, Chair, President, and CEO  
Gucci Group NV

**Via fax: +31-20-465-3569**

Dear Mr. Polet:

On behalf of PETA and our more than 1.8 million members and supporters worldwide, I can't express how disappointed we were to learn from some of our members in Russia that Gucci is selling boots made from seal fur.

By selling seal fur, Gucci is responsible for the horrors that the world has seen of sealers dragging conscious baby seals across Canadian ice floes with boat hooks, shooting them, and leaving them to suffer in agony. Many of these seals are killed when they are less than 3 months old—they never even get to take their first swim before being beaten to death and skinned. In addition, up to 42 percent of the 330,000 baby harp seals slaughtered every year are skinned alive.

Is this kind of blatant cruelty to animals something that Gucci wants to associate itself with?

**Compassionate people everywhere will be anxious to hear that Gucci will immediately stop selling all items made from seal skins or fur and pledge never to use it again.** I hope that you'll take a few minutes to watch this video ([www.petatv.com/tvpopup/Prefs.asp?video=seal07](http://www.petatv.com/tvpopup/Prefs.asp?video=seal07)) about the slaughter of seals for their fur and then get back to me about this urgent matter.

Thank you. I can be reached at [MattPrescott@peta.org](mailto:MattPrescott@peta.org).

Sincerely,

Matt Prescott, Director  
Corporate Affairs

cc: Mark Lee, CEO, Gucci Brand

AN INTERNATIONAL  
ORGANIZATION DEDICATED  
TO PROTECTING  
THE RIGHTS OF ALL ANIMALS