

PRESS RELEASE FOR IMMEDIATE RELEASE

SKIM THE SKIN CAMPAIGN

'Skin and Fur is murder'

NEW CAMPAIGN FOR 2018



Skim the Skin is a new campaign organisation that aims to eradicate the use of fur and skin within the fashion industry. The removal of “the luxury” label attached to fur is part of our ethos.

Skim the skins first started off with a series of controversial campaign images that highlight the reality of the fur and skin trade within fashion. The scatter of animal flesh on the human body mimics fur and embodies the vulgar truth surrounding animal murder. The cold blue tones used throughout the images can be perceived to the viewer as elegant, however the harsh realities of raw flesh on the skin depicts what lies underneath the controversial fashion statement.

From the outset of the 10th century, fur has been considered rare, alongside signifying wealth and status. Furthermore, it was a concept that began to develop, with the 19th century being infamous to illustrate luxury and class. Today, fur is part of the norm within fashion and is seen across London fashion week is favoured by many designers.

Through the rise of vegan and vegetarianism over the past three years, activists are determined for animal products to be removed from the fashion industry; this includes fur, leather, skins and animal testing.

Skim the Skin highlights how millions of animals are murdered daily for fashion purposes. It aims to educate society so they may join the community in spreading awareness through the use of social media, educational events and collaborations with designers and brands.

The ideology that consumers should be aware of where their products are sourced from, aims to introduce them to the harsh realities of the fur industry, so they may think twice about what they purchase.

The collection of campaigns that will be shared on billboards across England are aimed at all ages; in the hope that it will contribute to finally putting an end to the use of animal products within the fashion industry.

Ends:

Press Contact: Nadia Guarino - n.guarino1@uni.brighton.ac.uk

Website: www.skimtheskin.com

Instagram: @skimtheskin

Email: skimtheskin@freeforall.com

