



OVS

LAV – OVS Ltd. press release

November 29th 2016

OVS LTD CONSOLIDATES ITS CORPORATE STANCE ON FUR-FREE STARTED SOME TIME AGO, WITH THE SIGNING OF A FORMAL COMMITMENT WITH LAV (ITALIAN ANIMAL RIGHTS GROUP) AND FUR FREE ALLIANCE TO NO LONGER USE ANIMAL FUR

LAV: A DECISION TAKEN BY A HISTORIC CLOTHES BRAND THAT WILL HELP TO SAVE MILLIONS OF ANIMALS

OVS Ltd, already having abolished the use of animal fur in its collections, is making a final step towards signing a formal agreement with LAV and the Fur Free Alliance. This reflects their focus on the protection of and respect for the environment and the animal world.

OVS Ltd's "animal friendly" policy covers all of the products within the company's brands: OVS, OVS kids, UPIM, Blukids.

OVS Ltd has adhered to the **Fur Free Retailer** international standards (specifically committing to replace animal furs) and to **Animal Free Fashion** (the first fashion rating, developed by LAV attaches value to Social Responsibility policies on materials of animal origin that a company agrees not to use: V no fur; VV no fur or feathers; VVV no fur, feathers, leather or silk; VVV+ no fur, feathers, leather, silk or wool).

"The decision taken by OVS Ltd to stop using animal fur, is a choice that is in line with the Sustainable Development policies that every fashion company should assume - states the **LAV Animal Free Fashion Division Manager, Simone Pavesi** - And having made a public announcement, this decision must be taken as a commitment to society about the company's environmental impact. This announcement from OVS Ltd will contribute significantly to the lives of millions of animals: another important reason to choose their products".

LAV and the Fur Free Alliance thank OVS Ltd for having publicly taken this position against the exploitation of animals for their fur, an opinion shared by the majority of Italians, which is confirmed every year by Eurispes (Institute of Political, Economic and Social Studies).

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