



WE ALWAYS WIN!

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We run pressure campaigns against companies that continue to support the cruel fur industry. We will not stop until fur is a thing of the past.

WHAT WE DO

PRESSURE CAMPAIGNS

A pressure campaign is...

- A campaign of actions targeted at an industry, organization, or other entity to pressure them to change their practices, or in some cases shut down.
- Corporate pressure campaigns typically succeed when the target believes that the pressure of the campaign will hurt them more than their objectionable behavior helps them.
- Basically: be as annoying and disruptive as possible until the demands are met - outside businesses, at special events, and executives' homes.

Our strategy is smart. Our consistency is relentless. Our demands are tailored. Our dedication is unbreakable.

Since 2020, we've forced over 100 brands to stop selling fur.

Coalition to Abolish the Fur Trade is a grassroots animal liberation group leading strategic campaigns to end the fur industry.

WHO WE ARE

WHY FUR?

realistically we can abolish the fur industry in our lifetimes

- Thanks to the anti-fur movement & pressure campaigns, most designers have already dropped fur, pelt prices are down, & 71% of Americans are opposed to fur - the industry is failing.
- If we can't beat one of the least popular & failing industries of animal exploitation, what chance do we have for animal liberation?

ANIMALS DON'T NEED THOUGHTS AND PRAYERS

- THEY NEED RESULTS!



OUR TACTICS

- Loud, rowdy protests outside (and inside) stores, offices, and special events - we show up everywhere they go.
- Secondary and Tertiary protests: Protesting the primary target's affiliates, board members, property owners, and collaborators.
- Home Demos: Legal protests at the personal residences of our targets.
- Digital Actions: commenting on personal social media accounts, phone calls, and email blasts.

WITH EVERY WIN, WE ARE ONE STEP CLOSER TO Abolishing the Fur Industry. We'll see you in the streets!

Abolishfur.org @caftusa on Instagram

TRACK RECORD

WE ALWAYS WIN

CONDÉ NAST REBECCA MINKOFF

Neiman Marcus

YSL



MARC JACOBS ZEGNA

Donna Karan PUIG

MaxMara Alice and Olivia

Monique Lhuillier alexanderwang Saks Fifth Avenue

TO NAME A FEW...