

Feathers



We expect all our suppliers to adhere to our [Ethical Trade Requirements](#). Over and above this we have a number of commitments which we are working collaboratively with our suppliers to achieve. This statement outlines our commitment concerning feathers.

Target

By 2025 all feathers used across our business and in the products we sell will come from the byproduct of poultry production: geese, duck, turkey and chicken only and from certified sources*

Deadline

2025

What are feathers?

Feathers are used in everything from eyelash extensions to pens. Down is a specific type of highly insulating feather taken from the undercoat of waterfowl and is primarily used in winter coats and duvets.

What's the problem with feathers?

Animal welfare abuses present a significant risk in the harvesting of bird feathers. While feathers and down are often described as a byproduct of the meat industry, live plucking is an inhumane and painful practice that is known to routinely take place on farms.

Exotic feathers are also widely used in fashion and jewellery design and ostrich feathers are particularly popular. While parts of ostriches can be eaten, the skin and feathers would not generally be considered a byproduct.

What is Selfridges' position on feathers?

We are committed to playing our part in keeping wild animals in the wild. We were one of the first retailers to prohibit the sale of fur in 2005 and more recently the sale of exotic skins in February 2020.

We have set an early milestone: from 2022 we will only sell feathers from the by-product of poultry production: geese, duck, turkey and chicken.

In the lead-up to our target deadline of 2025 when the following additional criteria will become mandatory, we encourage our partners and suppliers to:

- Replace virgin feathers with recycled content and/or:
- Engage with and commit to globally recognised certification programmes which address the animal welfare risks in the feather and down supply chains such as the [Responsible Down Standard](#), [Downpass standard](#), Global Traceable Down Standard.

We additionally encourage suppliers to explore the use of sustainable animal-free alternatives to down and feathers.

In the meantime, all suppliers must adhere to our [Ethical Trade Requirements](#) which includes stipulations surrounding animal welfare and transportation. We continue to work with suppliers to obtain more transparency and address risk.

*In exceptional circumstances we will review and consider other third-party certification programmes and/or internal supplier global traceability programmes which are third-party audited and meet the same standards as our criteria or higher.