

LA CONCERIA

Milan
April 11th, 2018

From:

Markus Dohle
CEO
Randon House

Please do not yield, Mr. Dohle.

We know that PETA are putting pressure on your publisher's editorial staff to change the definition of the term "leather".

Such association are claiming that by using misleading reasons though.

Despite our being fully entitled to respond to PETA, we hereby do not mean to be argumentative.

We gently remind you that the leather industry has been traditionally employing, thus adding value to it, a by-product coming from the livestock farming, otherwise bound to be discarded in a disposal plant. Furthermore, the industry is consistently and deeply committed to enhancing sustainability.

PETA assume the right to speak on behalf of millions of people.
We unpretentiously speak in the name of good sense.

Most of all, it is no use bowing linguistics and scientific methods to any requests that only aim, quite clearly in fact, at meeting marketing demands. Moreover terms like "synthetic leather" can be legally challenged worldwide when used as a marketing argument.

For example, the European Committee for Standardization (CEN) defines the leather:
"Hide or skin with its original fibrous structure more or less intact, tanned to be imputrescible, where the hair or wool may or may not have been removed, whether or not the hide or skin has been split into layers or segmented either before or after tanning and where any surface coating or surface layer, however applied, is not thicker than 0,15 mm".
(EN 15987)

Leather is leather, and no roundabout expression nor circumlocution can change that.

Do not yield, Mr. Dohle.