

CHRISSIE HYNDE

September 4, 2007

Diego Della Valle II
Hogan
Via Filippo Della Valle 1
Sant'elpidio A Mare, Ascoli Piceno
Italy

Dear Mr. Della Valle,

I was shocked to learn that Hogan has named a leather handbag in my honor. Considering that The Gap asked me to participate in its “Everybody in Leather” campaign and I refused—and that PETA and I busted The Gap for using black-market leather from India that same year—it’s obvious that the bright sparks at Hogan didn’t do their homework.

You are using my name to promote a product that I would never endorse: leather. I want absolutely nothing to do with such a violent, bloody industry. A leather handbag is always the result of the slaughter of an animal. People say that the byproduct of the meat industry is leather, but my fellow PETA members and I know that the real byproducts are cruelty and death. There is simply no justifiable reason for killing an animal.

I am going to urge every member of the public never to buy a Hogan bag—unless, of course, you, like Stella McCartney, start making a line using only synthetic materials.

I look forward to hearing from you soon.

Sincerely,

A handwritten signature in cursive script, appearing to read "Chrissie Hynde".

Chrissie Hynde