



Fur Bulletin – 2010-001  
To All Vendors:

July 1, 2010

This Fur Bulletin explains labeling requirements for fur and faux fur wearing apparel sold to Macy's, Bloomingdale's, macys.com, bloomingdales.com, and Macy's Merchandising Group (collectively referred to as "Macy's and Bloomingdale's"). This Fur Bulletin supplements and does not replace any applicable laws and regulatory requirements, which are referenced in our standard terms and conditions of purchase. As with all products, Macy's expects all suppliers to comply with the applicable laws and regulations of the United States and the respective country of manufacture. All suppliers are obligated to be aware of and understand new legal developments for their products and must contact their own legal counsel for advice regarding compliance.

#### **State and Federal Developments Affecting Real and Faux Fur Products**

Several states require special labeling of real fur and faux fur wearing apparel, regardless of the dollar value of the fur product. Similarly, there are continuing efforts to revise the federal Fur Products Labeling Act, 15 U.S.C. § 69 et seq. to eliminate the exemption for fur products valued at less than \$150, which would require labeling for apparel containing any amount of fur (including shearing).

#### **Macy's and Bloomingdale's Requirements**

In light of these fur developments, Macy's and Bloomingdale's require the following labeling:

##### ***1. Wearing Apparel Containing Real Fur***

All real fur products must be labeled and advertised in accordance with the Fur Products Labeling Act ("FPLA") 15 U.S.C. § 69 et seq. and its implementing Rules and Regulations published at 16 C.F.R. Part 301 (the "Rules"). In addition, the fiber content label of all products containing real fur must include the words "Real Fur."

Macy's & Bloomingdale's will not accept any product prohibited by the Dog and Cat Protection Act of 2000 or produced with a species on an endangered species list.

Visit [www.ftc.gov](http://www.ftc.gov) for information on the mechanics of labeling and a complete list of requirements applicable to your products under the FPLA and the Rules.

##### ***a. Outerwear Containing Real Fur -- \$150 Exemption Does NOT Apply***

All outerwear containing real fur must include a label with the information required by the FPLA regardless of the amount or value of the fur in each outerwear garment, including but not limited to:

- The animal name, according to the FPLA’s Fur Products Name Guide. For example, the species *nyctereutes procyonoidos* is listed with the common name “Asiatic Raccoon” in the Fur Products Name Guide and must be identified as such on the content label. DO NOT label items containing fur from this species as “Tanuki,” “Finnish Raccoon,” “Raccoon Dog,” or simply “Raccoon.”
- The name of the country of origin of the fur. Even if the adjective form of the country name is used with the animal name, the origin must be stated separately, preceded by the words "Fur Origin" (for example, "Fur Origin: Russia").
- For purposes of this requirement, “outerwear” is defined as men’s, women’s and children’s outerwear garments, including coats, jackets, shawls, and capes.

## ***2. Wearing Apparel Containing Faux Fur***

The fiber content label in all faux fur products must include the words “Faux Fur” to identify the sections of the products that are made of the synthetic materials.

## ***3. Advertising***

All apparel advertisements specifically indicating that the garment contains fur shall include the type of fur (e.g., “faux,” “Asiatic Raccoon,” “fox”) and be in compliance with all advertising requirements in the FPLA.

### **Private Label**

To the extent that the requirements for private label products made for Macy’s Merchandising Group (“MMG”) or Bloomingdale’s vary from the requirements in this Bulletin, the stricter requirement will apply. For questions, contact the private label product manager at MMG or Bloomingdale’s.

Please note that any items labeled improperly will be subject to immediate removal from the selling floor and will be Returned to Vendor with appropriate expense offsets.