



## FASHION LEADERS AND RENOWNED SCIENTISTS SPEAK OUT FOR CORAL CONSERVATION

### **Julia Louis-Dreyfus, actress and founding partner of *Too Precious to Wear***

“Corals inspire me and many others with their beauty, and coral reefs support the livelihoods of millions around the world. These animals are integral to the health of the ocean, and it is up to each of us to make sure corals are protected. If we take good care of the ocean, the ocean will take care of us.”

### **Michael J. Kowalski, Chairman and CEO of Tiffany & Co.**

“Tiffany & Co. is committed to obtaining precious materials in ways that are socially and environmentally responsible. We decided to stop using real coral in our jewelry over six years ago and feel that there are much better alternatives that celebrate the beauty of the ocean.”

### **Sylvie Chantecaille, owner and founder of Chantecaille Beauté**

“As designers and innovators our customers look to us for ideas and information. When we are creating our products, we have an excellent opportunity to help preserve rather than harm our natural environment. If we are not careful, we may love precious corals to death. The impact would be much greater than losing an accessory or a design idea; we would lose a vital part of a healthy ocean. We urge others in the industry to help us create a demand for coral conservation.”

### **Lela Rose, ready-to-wear and bridal designer**

“In fashion we are constantly seeking that extra sparkle, those delicate details that turn an everyday outfit into a showstopper. But in the quest for that perfect detail, we can forget that our accessories may have been living animals, serving a far greater purpose than pure adornment.”

### **Sophie Buhai, founder, designer of Vena Cava**

“It’s important to show people how beautiful these animals are in the wild, so in the future corals are not just expensive relics that once thrived in our oceans. In working with *Too Precious to Wear*, Lisa and I have learned that 20 percent of the world’s coral reefs have already been destroyed, and that another 24 percent may be lost within our lifetimes. For this reason, we refuse to use “real” corals in any of our collections or accessories.

**Lisa Mayock, founder, designer of Vena Cava**

“At Vena Cava we believe fashion and art should pay homage to our natural world without destroying it. Instead of taking living corals from the sea, we, as designers, can use alternative products and find inspiration from stunning photography.

**Michael Aram, home and lifestyle designer**

“My Coral Reef Collection celebrates the serene blue waters of the ocean and its aquatic creatures without causing them harm. As designers we can help ensure the survival of coral by designing with our conscience, and ensuring that our products are coral-inspired, not coral-derived.”

**Dr. Andrew Baker, scientist and professor at University of Miami**

“Corals around the world are in jeopardy, and urgent action is needed to stem their decline. With the fashion industry and scientists uniting, we have an opportunity to reduce consumer pressure on corals, and raise awareness of the global threats they face from climate change, overfishing, habitat destruction, pollution and disease.”

**Dr. Nancy Knowlton, Sant Chair in Marine Science at the Smithsonian’s National Museum of Natural History**

“While the situation of our coral reefs is dire, it’s important for people to understand that there is still hope. By changing our actions, becoming informed and pushing for stronger protection of these living animals, we can help ensure their future survival.”

**Dr. Carl Safina, author and president of the Blue Ocean Institute**

“There are many threats facing today’s ocean environment and in turn harming our precious corals. Climate change, overfishing, pollution and extraction are all taking their toll on our coral reefs. But as consumers the most tangible action we can take towards saving our reefs is to refuse to purchase pieces of them.”