



His Royal Highness, The Prince of Wales  
Kensington Palace  
London  
W8 4PX

Your Royal Highness:

Season's greetings from People for the Ethical Treatment of Animals (PETA). We want to applaud Your Royal Highness's efforts for the environment, from working to end wildlife trafficking and sporting animal-free Purified sneakers at last year's Earthshot Awards. We're toasting this work with this enclosed gift of a soft, luxurious jumper by Sonachic, made from...beer!

Crafted by PETA 2025 Fashion Award winners Tandem Repeat, this cosy planet-conscious piece subverts brewery waste and spares gentle sheep the horrors of having their fleece taken. It also carries a smaller carbon and water footprint than a similar item made from sheep's wool. Made from fibres 50% stronger than sheep's wool to warm the wearer for many winters to come, it's the perfect wardrobe staple for an ale lover and conservationist.

With climate catastrophe on our doorstep, Earth can't sustain over one billion methane-producing sheep, the farming of whom leads to deforestation, soil erosion and ecosystem degradation. Sheep, who can recognise the faces of at least 50 other sheep and wag their tails when happy, also deserve better than being repeatedly, roughly sheared, and discarded when their wool production wanes.

PETA's Plant Wool Month (November) may have wrapped up, but we wrap this gift in the same spirit: celebrating planet- and animal-friendly wools made from plants.

We wish the Royal Family comfort and joy this Christmas.

Yours sincerely,

Elisa Allen  
Vice President of UK Programmes & Operations, PETA

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