

Bernard Arnault

CEO, LVMH

Dear Mr. Arnault,

I am writing to you as a Jaru man with a passion for – and extensive experience of – wildlife conservation. On behalf of People for the Ethical Treatment of Animals (PETA), I wanted to address LVMH's intensive crocodile farming in Australia.

For 100 million years, crocodiles have ruled Australia. My love for country and nature came from a childhood living alongside the banks of the Drysdale River, where I developed a healthy respect for crocs, watching the mothers tending their nests and these patient, intelligent giants patrol our river.

In my early twenties, with a dream of becoming a conservation ranger, I ended up working at a crocodile farm in Darwin—like the ones you own. I went from admiring these ancient animals, capable of roaming hundreds of kilometres in a day, to seeing their spirits crushed and defeated before my eyes as they were packed into overcrowded ponds or cramped wire cages. I watched them being electrocuted, bound, and dragged to violent deaths, at a fraction of their natural lifespan. This work was an internal battle for me – killing an animal I loved for a designer handbag.

Mr Arnault, I've seen the reality behind Louis Vuitton's 'Speedy' crocodile bags - it's cruel and it exploits these animals. *Real* conservation doesn't kill, and wildlife will never be protected when you put a price tag on their heads while parading their skins on catwalks.

Today, I've traded the slaughterhouse for a camera, documenting the beauty and dignity of these apex predators on the traditional lands of the people where I live. I invite you to watch a documentary, ***Skin Deep***, about my work in crocodile farming as well as my work now to protect crocodiles: <https://www.defendthewild.org/skin-deep>

I've turned my focus around to support genuine conservation, and I'm asking you to do the same. Please, Mr Arnault, shut LVMH's intensive crocodile farms and ban the use of wild-animal skins from your ranges.

Thank you for your time and consideration.

Best regards,

Donny Imberlong