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When Did the View on Fur Switch from Status to Stigma?

Abigail McCardel
Anthropology

ABSTRACT

Clothing made from animal fur has historically served as a status symbol in several cultures all over the world. As early as the 11th century, fur was no longer being worn for warmth and began to make its transition over to become a symbol of capital and social status amongst the wealthy. Fast forward to recent years, the use of fur is now considered excessive. Many alternatives are being offered and the animal activism groups work around the clock to provide information to the public regarding the horrible processes in the fur trade. This research aims to discover the exact timeframe that affected the view of fur in a fashion setting. After a significant historical literature review, I evaluated my research. The results showed that both animal activism and production costs are what untimely led to the downfall of fur fashion as we know it today.