



Overstock.com Adopts Fur-Free Policy

The website becomes the first solely online retailer to institute such a policy.

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On July 10, Overstock.com chairman and CEO Patrick Byrne announced that the company would immediately adopt a fur-free policy. Overstock.com is also the first solely online retailer to make such a decision about selling real fur products.

"Now by shopping on Overstock you can honor your pet twice with fun and functional pet items while supporting a fur-free site," said a statement issued by the company. "Overstock decided that there's nothing friendly about wearing real fur."

Since 1999, Overstock.com has helped manufacturers liquidate excess inventory while bringing products to consumers at significant discounts. The online retailer offers more than 100,000 products, including apparel, bed-and-bath goods and pet products.