



June 13, 2014

Dear fashion industry leaders,

This Sunday marks the beginning of a series of menswear and haute couture fashion weeks in cities across Europe. As you gather in London, Milan and Paris over the next two months, you have a number of options in choosing where to stay and socialize with your colleagues and friends.

It's our sincere hope that as you plan your own travel arrangements and schedules, you make an informed choice and avoid the Sultan of Brunei's Dorchester Collection hotels.

As you probably know, the Sultan [recently began](#) to implement a series of draconian penal code reforms that could lead to the repression, persecution, and even execution of women and LGBT people in his country. These new laws have sparked an international backlash against the Sultan of Brunei. The [Human Rights Campaign](#), as well as other prominent civil rights organizations and leaders in business, entertainment, and philanthropy have widely condemned these reforms. The fashion industry has been on the forefront of these efforts, and it has been both vocal and unanimous in expressing its opposition to these horrific laws.

The primary way many fashion leaders have expressed their support for the human rights of women and LGBT Bruneians is to declare that they will refuse to stay at or visit the Sultan's hotels. [American Vogue Editor-in-Chief Anna Wintour](#), [Glamour Editor-in-Chief Cindi Leive](#), [François-Henri Pinault](#), the leadership of the [Yves Saint Laurent](#) fashion house, and many others have declared that they will avoid Dorchester properties in protest of the new laws.

The Sultan owns several hotels in each of the three European cities hosting fashion weeks this month and in July. These include *45 Park Lane* and *The Dorchester* in London, *Hotel Principe di Savoia* in Milan, and *Hôtel Plaza Athénée* and *Le Meurice* in Paris. In particular, *Le Meurice* and the *Hotel Principe di Savoia* have been [very popular locations](#) during fashion weeks in previous years.

It's clear that these efforts are having an impact. Dorchester declared that it has been losing millions since the initial actions began against the hotels, and just last week the company announced that it cancelled its annual [Dorchester Collection Fashion Prize](#). By avoiding the Sultan's hotels, people around the world are sending a message that the growing global equality movement will not stay silent when the rights of women and LGBT people are in danger.

The simple truth is that profits from these hotels belong to a regime that could start stoning women and LGBT people as soon as next year. It's our hope that if you're traveling to any of the fashion shows in Europe over the next two months, you send a message to the Sultan and take your business elsewhere.