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PETA protests Franks' fur trade

ANIMAL rights activists have threatened to escalate their protest against fashion designer Camilla Franks if she doesn't stop using fur in her work.

Activists from People for the Ethical Treatment of Animals confronted shoppers and passers-by outside the designer's flagship store at Bondi Beach yesterday.

Three activists, wearing fur which had been daubed in red liquid to simulate blood, hunched in cages next to signs reading "Camilla: Animals Suffer on Fur Farms".

Another three others handed out leaflets.

PETA activist Angie Stephenson said the US-based group had already convinced Australian designer Alannah Hill not to use fur and hoped Camilla Franks would follow suit.

"(Alannah) used to be a big fur user. She's seen the footage of the fur farms in China where the majority of fur coming into Australia is from," Ms Stephenson said from inside a cage outside the store.

Ms Stephenson said PETA had sent letters and made phone calls to the designer but Ms Franks had refused to talk to the group.

But a spokeswoman for Camilla Franks said the designer found PETA's targeted ad campaign and protest "very strange", considering fur represented less than half a per cent of her collection.

"She is an avid animal lover," the spokeswoman said.

"There are bigger fish to fry."