

## BFTA launches new website

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London. BFTA (British Fur Trade Association) announces the launch of its new website.

The new web presence which has been completely redesigned provides easily accessible information and improved usability and appearance. It gives BFTA an up-to-date look that fits with the luxury industry. It includes enhanced photography throughout the site that highlights the appearance of fur on the catwalk and gives more information about the Origin Assured label (OA™), a new initiative providing consumer assurance within the fur industry.

The website is a valuable asset for those actively searching for more information about fur, about the unique skills and craftsmanship used in fashioning fur garments, and about animal welfare standards. It is aimed at fashion designers, fashion colleges, journalists and the general public.

Features will be Home, What's new, About us, Fur is fashionable, News and Issues, Farmed and wild fur, Socio-Economic Impact, History and Links.

The BFTA says: "The redesigned website is informative and inspiring. Fur becomes more and more popular on the catwalk and the website with its focus on fashion images highlights this positive development."

For more information, please contact us at [press@britishfur.co.uk](mailto:press@britishfur.co.uk)

### **About BFTA:**

The BFTA (British Fur Trade Association) represents the fur sector in the UK, promotes high standards and champions fur fashion.

BFTA is a member of the International Fur Trade Federation (IFTF). The IFTF promotes strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. The BFTA and the IFTF strongly condemn cruelty to animals and their members do not trade in endangered species.

[www.britishfur.co.uk](http://www.britishfur.co.uk)

### **About Origin Assured:**

The new fur industry initiative gives consumers assurance about the provenance of fur they are buying. Just as people wish increasingly to know about the sources of their food, coffee and clothing, research among designers and consumers has shown that they too would like to know about the source of their fur.

When consumers see the OA™ label they can be certain that, wild or farmed, the fur comes from a country where national or local regulations or standards governing fur production are in force.

[www.originassured.com](http://www.originassured.com)