

London, New York, Milan & Paris - Fashion Weeks Autumn/Winter 2009/2010

London. Stylish furs are more than ever a key element for Autumn/Winter 2009/2010. This was evident at the recent catwalk shows in London, New York, Milan & Paris. Even in the credit crunch, fur is still very popular with top-name designers who are using their imagination with striking results.

Bringing sophistication and glamour to the world of fashion, many designers opted to use fur in a variety of different ways for the coming winter season. Fur was apparent in many forms including full fur garments, trimmed garments and accessories. Karl Lagerfeld covered motorcycle helmets in fur and fur was also present at Hermès designed by Jean-Paul Gaultier.

London is known for creativity and it did not disappoint.

Todd Lynn presented a fabulous, black dyed blue fox jacket and a short fox cape.

Louise Goldin's vision of knitwear is sexy and body-conscious, combined with furs and black leather.

British Designer of the Year 2008, Luella, introduced short, sixties-inspired fur jackets and fur accessories: Shoes with cute pom-poms and bleached Sapphire Mink bags with gold chains.

Roksanda Ilincic revealed a belted wrap jacket in the same technique.

Knitwear label Sibling – the trio Sid Bryan, Joe Bates and Cozette McCreery showed a wardrobe on pieces that play on contrast. An amazing piece has been their black-dyed blue fox coat based on a man's sheepskin flying jacket with dramatic proportions.

A British Fur Trade Association spokesperson said: 'As always, it is wonderful to see the amount of fur used by designers and the innovative way in which it is used today. It is very exciting for us to see the amount of fur shown in London even in uncertain financial times.'

The latest catwalk images from the fashion weeks in London, New York, Milan & Paris can be viewed at: www.fur-style.com

Contact: 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

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