

Remix 2009: BFTA Design competition winner 2008 Alice Eva reaches Remix final



Milan. Hong Kong designer, Chiu Yu Hang won the Gold prize at this year's REMIX, the International Fur Design Competition in Milan. Competition judges included US Fashion Designer Rubin Singer, the FT's Fashion Editor and Comedienne, Joan Rivers, and senior representatives from the trade and fur trade press. Chiu Yu Hang's architectural mink two tone design has been chosen out of 40 entries.

Siidaa Aberra from Finland won the Remix Silver prize for his knitted mink pullover. Germany's Guliya Baykieva was awarded the Bronze prize. Guliya is a student at the prestigious AMD Akademie Mode und Design in Dusseldorf. All participants have been winners of their own national level design competitions, resulting in an outstanding level of innovative design.

BFTA's 2008 Design Competition winner Alice Eva was among the top eight shortlisted international designers in this year's REMIX competition. Her long fitted knitted wool cardigan with fox fur and bell sleeves wowed the international jury.

The REMIX competition was introduced in 2003 by the International Fur Trade Federation (IFTF), in collaboration with MIFUR, the Milan based International Fur and Leather Exhibition. Now in its sixth year, more than 300 students from 22 countries have taken part in this annual event since its inception. REMIX aims to encourage, inspire and support young designers as they develop and explore their relationship with fur, as well as to give them an opportunity to showcase their innovative designs to an international audience. The competition is judged in two stages and also includes votes from visitors to MIFUR.

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