

## BFTA Fur Design Competition 2008 - Results Announced

---

London. The British Fur Trade Association (BFTA) is pleased to announce the winners of the BFTA Fur Design Competition 2008.

The results are as follows:

First Prize: Alice Eva, Buckinghamshire New University

Alice was chosen for her design of a lambs wool knit and fox fur fitted cardigan and cape.

Second Prize: Amy Stephenson, Greys School of Art

Amy was chosen for her design of a jacket with mink and embroidery.

Third Prize: Gemma Brown, Buckinghamshire New University

Gemma was chosen for her design of a coat incorporating karakul and knit.

Entrants were required to design a collection of garments and/or accessories incorporating the use of fur. The purpose of the competition is to encourage students to appreciate the possibilities for using fur in fashion. Prize winners were selected because of their ability to design fur garments that were innovative and wearable. As part of the project, a group of finalists attended a one day workshop where they learnt about fur and were introduced to the different techniques that are possible.

Following the results, First Prize-winner, Alice Eva, said: 'Winning the British Fur Trade Association competition has been incredibly valuable to me. I have been able to gain knowledge from the leading experts in fur and design that I have been able to apply to my work which has helped me develop my skills as a designer immensely. I hope to continue working with fur in my future career in fashion and design.'

The winning garments will be put forward to the International Fur Trade Federation's (IFTF) design competition in 2009.

### **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. 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)