

BFTA Fur Design Competition

2011 Winners announced

The British Fur Trade Association (BFTA) is delighted to announce the winners of the BFTA Fur Design Competition 2011.

First Prize – Calvin Tang, Central Saint Martins School of art and Design

Second Prize – Alice Carvill-White, Westminster University

Third Prize – Ernesto Hinojosa Ruiz, Istituto Marangoni, London Campus

The purpose of our competition is to give students an opportunity to think about working with fur, and through BFTA's workshop for finalists we are able to educate a number of students about fur and the possibilities that are achievable. We also inform students about our Origin Assured™ initiative. Prize winners were selected because of their ability to design fur garments that were innovative and wearable.

Entrants were required to design a collection of garments and/or accessories incorporating the use of Origin Assured fur.

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.

Fashion designer Roksanda Ilincic was among the final judging panel along with representatives from Saga Furs, and the creative team at Hockley.

Roksanda said: "It was a pleasure to have been part of the judging panel for this contest.

I really enjoyed seeing how passionate and experimental the students were, and how creatively they approached their designs.

I wish the winner the best of luck for the international contest."

The BFTA event has gained increasing interest from design students each year and draws entrants from a selection of fashion colleges throughout the UK.

Following the results first prize winner, Calvin Tang said: *This competition has given the support for designers who are in love with fur to experiment and be creative with it. The opportunity to be shown the in depth fur knowledge and the support from fur professionals allowed me to develop my own fur construction technique which is extremely important to young designer.*

From dreaming to actually work with such a unique and natural material also pushed my design boundaries and the desire to create something new for everyone and any age to wear.

The winning garments will be put forward to the International Fur Trade Federation's (IFTF) design competition REMIX 2012. The REMIX final will be held during the fur and leather trade fair MIFUR in Milan.

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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

www.originassured.com

About Origin Assured:

This 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.