

## BFTA launches its annual Fur Design Competition

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The British Fur Trade Association is pleased to announce the launch of its annual fur design competition. The competition aims to encourage students to be creative and discover the many possibilities that fur gives to designers.

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

A dozen finalists will be invited to a workshop where they will learn about fur and about new techniques.

A BFTA spokesperson said: "Fur is very exciting to work with and the aim of this competition is to give entrants the opportunity to explore and develop their design ideas."

The competition is open to students from fashion colleges across the UK.

The deadline for entries is Tuesday 9 February 2010

The competition brief and further information is available now - please contact the BFTA at [press@britishfur.co.uk](mailto:press@britishfur.co.uk). Students should e-mail details of their college and the name of their course.

### **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)