

Fur Fashion is 'United by Style'

The International Fur Trade Federation (IFTF) in partnership with Vogue magazine has launched its Autumn/Winter campaign, United by Style.

The campaign is in the November issue of British Vogue - now available to purchase at newsstands across the UK.

The striking creative, shot by fashion photographer and filmmaker Greg Kadel, features ten directional fur garments from four of the world's leading fashion designers who joined the IFTF and Vogue to share their key fur looks from their autumn/winter collections: Valentino, Oscar de la Renta, Jean Paul Gaultier and Prabal Gurung. The campaign comes at a time when fur sales have reached a record high with global sales hitting US\$14 billion.

Each page of the United by Style spread is themed around four of the major fur trends for the coming winter season: Modern Sophisticate, New Bohemians, Urban Adventurers and Bright Young things. The Vogue creative team's trend summary not only clearly defines the key colours and looks for the coming season, but also highlights the versatility and range of fur garments available to suit a wide-range of tastes and age groups.

Commenting on the spread, IFTF CEO, Mark Oaten said, "Working with trusted fashion magazine Vogue and internationally renowned fashion designers places fur at the very heart of fashion. As an industry we work hard to listen to our consumers to ensure that they have a choice of stylish fur options to suit any occasion".

The United by Style magazine spread is part of a wider campaign that will run over a six month period.

'United by Style' will feature in 12 out of the 18 editions of Vogue magazine worldwide.

United by Style is available in UK, France, Germany, Spain, Italy, Russia, China, Korea, US, Greece, Japan and India.

Click here to view the campaign spread: <http://www.iftf.com/digitalbook-united-by-style/>