

Fashion Weeks 2010/2011 - London, New York, Milan & Paris

The recent catwalks in London, New York, Milan and Paris showcased the world's leading designs and among them it was clear that fur is key. Come autumn this year, fur will be that extra special addition to many wardrobes.

Bringing sophistication and elegance international designers opted to show the versatility and beauty of fur and London's top designers did not disappoint with a selection of fabulous bold furs. Todd Lynn sent out a powerful collection exploring his love of fur which included fox fur pagoda shoulders on women's and men's outerwear.

Peter Pilotto, the winner of last year's Swarovski Emerging Talent Award at the British Fashion Awards, incorporated mink collars into his seventies-inspired print and tweed dresses. Amanda Wakeley used mainly silver fox for a clean cape-like shape, with furs worn almost *au naturel* as gilets and massive Eskimo hoods.

Louise Goldin used dyed green blue fox for a jacket where the fur was cut into diamond shapes and jutted out from the intricate leather cuttings. There was also a dusty blue hooded coat with dyed dark blue fox running down the front.

Roksanda Ilincic, showed beautifully-cut silk dresses along with big sleeves and oversized fox wraps.

During the fashion weeks, Hockley launched the new Avalanche collection, an ultra- experimental and eminently wearable compilation of versatile fur garments and accessories.

A British Fur Trade Association spokesperson said: "Designers continue to be excited by fur are energised by the creativity and versatility that fur brings. The number of designers choosing to use fur in their collections is continually growing. We are thrilled to see the amount of fur shown in London."

View the latest catwalk images from the fashion weeks in London, New York, Milan and Paris at: www.fur-style.com

Contact: press@britishfur.co.uk

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

from a country where national or local regulations or standards governing fur production are in force.

www.originassured.com

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