

Fur Vision 2008 attracted many top-name designers, fashion colleges and fur industry members

LONDON. BFTA and Saga Furs in cooperation with Finnish Fur Sales and Oslo Fur Auctions welcomed top-name designers, fashion college representatives and fur industry members to Fur Vision 2008, the ideal platform for presenting new techniques and ideas generated by Saga Furs.

The event took place in a prestigious London hotel where the creative team from Saga Furs presented the Autumn/Winter collection of fur manufacturing techniques exclusively for use with SAGAFURS Mink, Fox and Finn raccoon.

A collection of fur swatches and impressive design techniques were showcased. Appointments with designers from leading fashion houses took place on a one-to-one basis. Participants asked for tips and suggestions about choosing and using furs and found out where to buy the best pelts.

“We were happy to see that more and more fashion designers and even jewellery designers and milliners are interested in incorporating our luxury material into their collections”, says Saga Furs CEO Jan Erik Carlson.

Many visitors were interested to find out more about the Origin Assured™ (OA) labelling programme – a new initiative designed to give consumers confidence about the provenance of the fur they are buying. Just as people wish increasingly to know the sources of their food, coffee and clothing, they would like to know about the source of their fur.

When consumers see the OA™ label they can be certain that the fur comes from a country where national or local regulations or standards governing fur production are in force. The OA™ programme is independently monitored for compliance by an international monitoring organisation.

During Fur Vision it became clear that quality and origin are important issues for luxury brands. All issues have the full commitment of Saga Furs, BFTA and its partners.

Please contact us for more information

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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

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