

Fur retail sales rise by 40% as freezing weather continues

BFTA retail members are reporting a 40% rise in fur sales due to freezing temperatures and snow sweeping the UK. With reports that this could turn out to be the coldest December since 1890 it's essential to wrap up warm.

Fur not only keeps you warm, but as a natural material allows the body to breathe - it keeps you comfortable, no matter what the weather is.

A BFTA spokesperson said: "Our retail members have reported a 40% rise in retail sales from this time last year. Consumers are choosing fur to keep them warm and stylish during this cold weather. Soft, sensual and enveloping, nothing compares with the feeling of wearing fur. And with today's new techniques, furs have never been more versatile or lightweight."

There are plenty of garments and accessories around to suit all tastes. Don't forget to ask for the Origin Assured (OA™) label.

Contact: press@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.

Only fur from approved species sourced from approved countries which is sold through participating auction houses and is independently monitored is entitled to carry the OA™ mark.

For further information see www.originassured.com

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

For further details and your nearest fur stockist please contact info@britishfur.co.uk