

## International Fur Trade Federation launches 2007 advertising campaign in Vogue

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Today, the International Fur Trade Federation (IFTF) launches its 2007 global advertising campaign, entitled, 'Not your Grandmother's Fur'.

Created in association with Vogue US, the six-page colour advertorial will appear in the directional September issue of 11 national editions of Vogue.

Andreas Lenhart, IFTF Chairman, said: 'Working with Vogue on such a creative campaign offers consumers, designers, fashion insiders and retailers the opportunity to view the breadth and range of fur in fashion for this season.'

The promotion, shot in New York by internationally renowned photographer, Koto Bolofo, presents the latest designer looks in fur and explores the timeless fascination women of all generations have with fur.

The promotion presents a range of luxury fur garments from designers: Giorgio Armani, Carolina Herrera, Barbara Bui, Roberto Cavalli, Julien Macdonald, Michael Kors, Luca Luca, Moschino, BIBA, Jean Paul Gaultier, Emilio Pucci, Carlos Miele, Gucci and Fendi.

More than 50 million readers will see the IFTF campaign in the September issues of Vogue in China, France, Germany, Greece, Italy, Japan, Korea, Russia, Spain, the UK and US.

Further information about IFTF and images from the 'Not your Grandmother's Fur' advertorial can be viewed on-line at [www.fur-style.com/en/promotions/advertising](http://www.fur-style.com/en/promotions/advertising)

Additional fur fashion images and information on fur trends can be accessed at [www.fur-style.com](http://www.fur-style.com).

### **About BFTA and IFTF:**

The British Fur Trade Association (BFTA) is a member of the International Fur Trade Federation (IFTF).

Established in 1949, the International Fur Trade Federation is a federation of 38 national fur trade associations and organizations from 31 countries. Through its work and the activities of its members, IFTF seeks to protect fur trade interests and to promote innovation, high standards and a positive factual image of fur and the fur industry internationally.

The IFTF promotes strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. Members of the international fur trade do not handle any endangered species.