

## Keep warm in luxurious Origin Assured fur as Britain faces one of the coldest winters in 100 years

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Wearing fur will keep you warm and stylish this winter. With temperatures freezing, the Met Office have just confirmed that December was the coldest in Britain since 1995 and newspapers are reporting that we are facing one of the coldest winters in 100 years.

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

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.

An increasing number of today's consumers want assurance that the products they buy originate from responsible sustainable sources. For example, Fairtrade coffee or organic products. The fur industry has introduced the Origin Assured initiative in line with this consumer trend.

The OA™ label gives consumers information about the origin of the fur they are buying. It is an assurance that the fur has come from a country where national or local welfare 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 details and your nearest stockist please contact [info@britishfur.co.uk](mailto:info@britishfur.co.uk)

For further information see [www.originassured.com](http://www.originassured.com)

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