

## Keep warm in Origin Assured fur

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The festive holiday season is here and what better way to keep warm than in stylish fur. With plenty of fabulous fur garments and accessories available there is something to suit all tastes. Don't forget to ask for the Origin Assured label.

Consumers are making informed decisions about what they buy. They increasingly want to know that the food they eat, the coffee they drink and the clothes they wear come from countries where acceptable production standards are applied. For example, Fairtrade coffee or organic products. The fur industry has introduced the Origin Assured initiative in line with this consumer trend.

The Origin Assured (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.

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.

For further details and your nearest stockists 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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