

Keep warm in fabulous fur as temperatures look set to drop

Wearing fur will keep you warm and stylish this winter. With newspapers reporting the Met Office has said temperatures could reach as low as -10c in the coming days 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.

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

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

