

INTERNATIONAL FASHION DESIGNERS SUPPORT THE ORIGIN ASSURED LABEL

London (August 10th, 2009) – The International Fur Trade Federation today launches its 2009 global advertising campaign entitled, 'Label Me', and brings together four internationally renowned fashion heavy weights; Oscar de la Renta, Roberto Cavalli, John Galliano and Karl Lagerfeld.

These designers not only provided four beautifully crafted fur garments using OA™ fur from their forthcoming autumn/winter 2009-2010 collections, they also shared their views about the importance of the Origin Assured programme for today's fashion industry and consumer.

Oscar de la Renta, for example said, "Buying Origin Assured furs removes a lot of questions for a customer. It allows her buy fur with confidence".

Andreas Lenhart, IFTF Chairman, commented, "As a responsible industry committed to transparency, we have developed the Origin Assured label to provide our consumers with the information and reassurance to make informed decisions about the provenance of the fur they are buying. This autumn's 'Label Me' campaign illustrates that the fashion industry also backs our labelling programme and our ongoing dedication to be a responsible industry".

The four page campaign created in association with Vogue US and shot in New York by leading International photographer, Raymond Meier, will run in print, in the September and October editions of Vogue magazine in eleven countries. IFTF is increasing its online presence by working with Style.com for the first time this year. The images will feature heavily on Vogue's fashion site for six months from September 2009 and will run until the end of the 2010-2011 ready-to-wear, autumn/winter shows.

See www.iftf.com for further information and <http://www.fur-style.com/promotions/advertising-copy-1/> for information on the campaign creative.

Ends

About the Origin Assured Programme

Developed voluntarily in 2006 by the International Fur Trade Federation (IFTF) in collaboration with leading auction houses: American Legend Cooperative, Finnish Fur Sales/SAGA Furs, Copenhagen Fur and North American Fur Auctions, the Origin Assured (OA™) label gives consumers confidence about the provenance of the fur they are buying. It is an assurance that the fur comes from a country where national or local welfare regulations or standards governing fur production are in force.

It is also a reflection of the fur trade's commitment to openness and honesty with their customers.

About the IFTF

International Fur Trade Federation is a federation of 42 national fur trade associations and organisations from 35 countries. Through its work and the activities of its members, the IFTF seeks to protect fur trade interests and to promote innovation, high standards, in addition to a positive and factual image of the fur industry internationally.

About the BFTA

The BFTA (British Fur Trade Association) is a member of the International Fur Trade Federation. The BFTA represents the fur sector in the UK, promotes high standards and champions fur fashion.