

More Evidence of Increasing Fur Sales

Figures collated by the International Fur Trade Federation for 2010 global retail sales of fur show a 5.4% increase from 2009. Sales rose from \$13.334 billion to \$14.053 billion.

This increase reflects the ever increasing appetite for fur garments amongst fashion conscious consumers, particularly in the Far East. In the West, despite the economic slow-down, the demand for fur remained stable. The cold weather and the continuing trend for fur helped maintain buoyant sales.

“Fur is the big fashion story of the Autumn/Winter 2011-2012 collections” adds Andy Lenhart, Chairman of the International Fur Trade Federation. “Wholesale prices at the 2010-2011 winter auctions reached all-time highs so we expect an even bigger increase in global sales turnover for the current financial year.”

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

www.britishfur.co.uk