

New fur fashion app set to take mobile fashionistas by storm

One of the world's most glamorous apps has been released today by the International Fur Trade Federation (IFTF).

Aimed at fashionistas and fur lovers worldwide who want to keep up with the season's hottest and luxurious fur fashion trends, users of 'FurStyle' can:

- Browse the latest fur styles, colours and cuts from leading designers, such as Burberry, Fendi, Zac Posen and Gucci. These are updated by Fashion intelligence website trendstop.com
- Use the exclusive Outfit Planner to dress a 3D mannequin in cutting edge designs and extraordinary furs
- Read as it happens news feeds detailing fashion and fur trends
- View video and photography galleries of the current fur designs on international catwalks
- Find the nearest retailer of Origin Assured (OA™) furs, complete with contact information and opening hours

Sue Evans, Senior Editor of the WGSN, comments:

"This app is fantastic! I love the catwalk fur shots and the fact they are right there on your phone – what a great development for the fur trade and one showing just how far the industry has come. There is so much potential for further development – celebrities in fur, fur trends, accessories in fur and interviews with international designers. It is a great idea and one which brings fur to a whole new audience level."

FurStyle is available free of charge for iPhone, iPad and Android phones. Please visit:
www.itunes.com/appstore/ or <https://market.android.com/>

NOTES TO EDITORS

About 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.

BFTA is a member of the IFTF.