

BFTA Fur Design Competition 2009 - Results Announced

London. The British Fur Trade Association (BFTA) is pleased to announce the winners of the BFTA Fur Design Competition 2009. The results are as follows:

First Prize: Bronwen Marshall, Royal College of Art - Bronwen was chosen for her design of a men's hoodie in Origin Assured™ (OA™) Mink in different shades of grey, black and white

Second Prize: On Ying Lai, London College of Fashion - On Ying was chosen for her design of a knitted jumper in electric blue Rex Rabbit with tan leather

Third Prize: Eliana Dimitrakopoulou, London College of Fashion - Eliana was chosen for her design of an OA™ Mink reversible (upside down) jacket shading from white to dark purple

Entrants were required to design a collection of garments and/or accessories incorporating the use of fur. The purpose of the competition is to encourage students to appreciate the possibilities for using fur in fashion and to learn about the Origin Assured™ initiative. Prize winners were selected because of their ability to design fur garments that were innovative and wearable. As part of the project, a group of finalists attended a one-day workshop where they learnt about fur and were introduced to the different techniques that are possible.

Following the results, First Prize-winner, Bronwen Marshall, said: 'Winning the BFTA Design Competition has been very exciting and informative. My eyes have been opened to all the wonderful ways that fur can be used and I hope I can develop some of my own ways in the future. It is beautiful, versatile, and responsible material, heavy with tradition and craft, but with so much exciting potential'

The winning garments will be put forward to the International Fur Trade Federation's (IFTF) design competition in 2010 – REMIX 2010

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. Their members do not trade in endangered species.

www.britishfur.co.uk

About Origin Assured™:

The new fur industry initiative gives consumers assurance about the provenance of fur they are buying. Just as people wish increasingly to know about the sources of their food, coffee and clothing, research among designers and consumers has shown that they too would like to know about the source of their fur.

When consumers see the OA™ label they can be certain that, wild or farmed, the fur comes from a country where national or local regulations or standards governing fur production are in force.

www.originassured.com