

Real Fur is labelled by the Fur

Retail members of the British Fur Trade Association (BFTA) label all fur garments and accessories sold to the consumer with a label stating the type of fur in English and its scientific Latin name. The label also states that the product is Real Fur. We encourage all retailers selling fur in the UK to label items in this way. Fur is a beautiful, natural product and is easily distinguished from fake fur. The BFTA promotes transparency through clear labelling.

If any retail outlets have any genuine questions about an item they plan to sell and would like to know the type of fur used, or if the item is real fur then they can contact the British Fur Trade Association and we will be happy to offer our expert advice.

The 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 and conservation standards for wild and farmed fur.

Like leather, fur is a breathable, natural animal product and is hand-crafted with care and respect. As an industry, we promote high standards and deplore and work against the mistreatment of all animals.

Real fur cannot be matched for its beauty, softness and glamour.

Real fur remains a supreme example of a fashion product that derives from a wholly natural sustainable resource, is long-lasting but ultimately biodegradable.

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