

Wrap up warm with Origin Assured fur

With winter on the way and the cold weather approaching now is the time to get your fur coats out of storage and wrap up warm.

Or if you don't have a fur – now is the time to make a new purchase. There are plenty of garments and accessories around to suit all tastes. Don't forget to ask for the Origin Assured label.

An increasing number of today's consumers want assurance that the products they buy originate from responsible sustainable sources. For example, Fairtrade coffee or organic products. The fur industry has introduced the Origin Assured initiative in line with this consumer trend.

The Origin Assured (OA™) label gives consumers information about the origin of the fur they are buying. It is an assurance that the fur has come from a country where national or local welfare regulations or standards governing fur production are in force.

Only fur from approved species sourced from approved countries which is sold through participating auction houses and is independently monitored is entitled to carry the OA™ mark.

For further details and your nearest stockist please contact info@britishfur.co.uk

For further information see www.originassured.com