

FUR IFTF SINCE 1949 INTERNATIONAL FUR TRADE FEDERATION **TIMES**

QUARTERLY UPDATE

WINTER 2011

IN THIS ISSUE:

Children in Namibia supported by fur industry



New IFTF Board and Chairman elected

Fur is in the family

A giant mink greets IFTF during Ukrainian visit

Remix 2012 is here!

CEO Comment

Blackglama

What's trending in fur this season?



Just for fun

Five years of buying with confidence

The Origin Assured (OA™) label celebrates its fifth anniversary this year. Since its launch to the fur trade in December 2006, this consumer assurance initiative has continued to grow. Through a carefully managed roll-out, the Approved Retailers and Manufacturers programme has been introduced to 20 of the 35 IFTF member countries, with plans to introduce it to Ukraine, Poland and Portugal in the near future. Companies that sign-up to this programme continue to enjoy many free benefits, including publicity on the OA™ website and the FurStyle App, and in-store merchandising, which will include special fifth anniversary OA™ posters.

Mike Moser, Director of Communications and Origin Assured (OA™) at IFTF, told *Fur Times* he is delighted with the progress of the programme in the past five years, particularly with consumer awareness: "Consumers are embracing the programme. In a survey carried out in 10 countries this year, 1 in 3 consumers said they are more likely to buy a fur garment if it carries the OA™ label, up from 1 in 5 in 2007.

This year, we particularly welcomed the decision by El Corte Inglés, Spain's largest (and only) department store chain, to only sell OA™ labelled fur garments. We are also in discussions with a number of other companies keen to use the label, including a world-leading designer".



WEST HOLLYWOOD UPDATE

Opposition to the draft West Hollywood fur ban remain strong with residents, retailers and fur supporters in West Hollywood, following the Council's decision in November to approve the draft ordinance to ban fur in the city by September 2013.

Genevieve Morrill, CEO of the West Hollywood Chamber said she is dismayed by the unwillingness of the city to consider the compromise solutions presented by the business community. She said, "They ignored the overwhelming majority opposition

from both the businesses and residents".

Keith Kaplan, West Hollywood resident and the Executive Director of the Fur Information Council of America shares a similar view and has said, "This is not, by any means, over. We are confident that the Economic Impact Study ordered by the Mayor will clearly reflect the important and growing role of fur in fashion today".



Around the world in fur

Children in Namibia supported by fur industry

A project supporting kindergarten children and teachers in Namibia is now providing a free meal on every weekday to 1,400 children. The project, led by Copenhagen Charity and supported by Copenhagen Fur, originally supported 180 children in 4 kindergartens in the Namibian capital of Windhoek. Today, this has grown to 1,400 children in 29 kindergartens thanks to donations from the Dutch and Danish fur industry, as well as donations from Copenhagen Fur employees and Copenhagen Fur. Annual donations now exceed 100,000 USD, with Dutch and Danish fur breeders donating 74,000 USD of skins this season.

Norwegian cinemas used to encourage young people to wear fur

This season's fur fashion trends were played to cinemas across Norway during October and November to encourage more young people in Norway to wear fur. The short video is part of the Foxylady campaign by Pelsinform, the Norwegian fur industry association, which also included brochures, posters and window displays featuring a QR code containing a link to the web page. To see the video and find out more, please visit foxylady.no

Armed forces in Canada to replace synthetic fur caps with natural fur

To cope with winter conditions, the Canadian Department of National Defense has purchased 1,000 fur-trimmed caps for use by the Canadian forces. The move comes after it was decided the current headwear for both male and female personnel does not meet the thermal requirements of the Canadian climate, and will gradually be replaced with caps trimmed with muskrat fur.

Finnish fur farms opens doors to the public

Eight mink farms in Finland were opened to the public on Saturday 15 October. Organised by Finnish Fur Breeders' Association and SAGA Furs Oyj, the event allowed members of the public to find out first hand the activities that take place on a mink farm and form their own opinions of the livelihood. Tickets for the day sold out in advance, demonstrating the high-level of interest in fur farming in Finland.

New IFTF Board and Chairman elected



At this year's IFTF Annual General Meeting the election of the IFTF Board under a new regional structure was noted. The Board now comprises of seven elected members plus seven nominated members (pictured). The new Board elected Steven Hurwitz as Chairman, replacing Andreas Lenhart, with Torben Nielsen elected Vice-Chairman and Bruce Williams as Treasurer. Andreas Lenhart, retiring from his position as Chairman after 12 years, was recognised for his outstanding contribution to the IFTF by being appointed Honorary President. All of these appointments are for the two-year period 2011-13.

Back row from left: Allen Soifer, Ulf Enroth, Michael Mengar, Roberto Scarpella, Pertti Fallenius, Tage Pedersen and Bruce Williams. Front row from left: Mike He, Thomas Wong, Steven Hurwitz, Joseph Morelli, Betty Balaila. Not pictured: Ekaterina Akhuzina, Torben Nielsen

BRUSSELS OFFICE

Integration at the Brussels office has continued, and IFTF and EFBA are working together to align policies as closely as possible. Joint positions on EU issues are being drawn up to ensure that the sector conveys consistent messages. Integration will also mean a joint approach to government relations and communications in individual European countries. Where issues arise, the new office will lead on finding solutions and obtaining local expertise where necessary. And a working group on communications will ensure that joined up messages are conveyed to the media and in advertisements.

Our briefing programme for MEPs is beginning to bear fruit, with a number of positive responses to our briefings and offers of help from MEPs and Commission Officials who understand our concerns; and recent meetings with representatives of the European Commission on trade issues have ensured that problems our members face when exporting fur will be looked at and addressed in the coming months.

BEIJING OFFICE

The IFTF Office in Beijing continues to establish its presence in China, with a strong focus on social media. The office has its own page on the Chinese version of 'Facebook', which has generated over 434 posts and clocked up over 40,150 followers. This impressive result in a short time only confirms how quickly and avidly China is embracing social media. In order to connect with an ever expanding audience, the China Office is also developing its own website, in addition to the existing fur fashion blog and the Chinese translation of iftf.com, so that Chinese visitors can access fur information even more quickly. Since Sharlene Zhu joined the team in September as Director of Communications, special attention is being given to media work, both traditional and online. Her previous experience covered wide-ranging communications work, including media relations and managing media events. Both Sharlene and Sherry Li regularly attend trade fairs in order to promote IFTF's work. Finally, the office has commissioned a China Industry Survey, available shortly, which will be used with media and government contacts in China. weibo.com/iftf

INTERVIEW

Fur is in the family

Interview with Myriam Buenaventura, fur entrepreneur



Myriam Buenaventura has a long tradition in fur. She represents the third generation of a well-known and successful family of Spanish furriers that is recognised nationally and internationally.

In the 1960s, Myriam's father, Enrique Buenaventura, followed in the family's tradition by establishing haute-couture fur shops and ateliers in Madrid that soon gained recognition in the industry. Myriam worked with him for 17 years, acquiring relevant experience in all aspects of the business, from creation to sales. In 2007, this enterprising and enthusiastic professional decided to start her own business aiming to offer exclusive designs, service and personal attention to her customers.

Fur Times is thrilled to say Myriam took time out of her busy schedule to answer a few questions.

How long have you been working with fur and why did you choose it as a career? I worked at the family business for 17 years, and five years ago I established my own business.

Since I was a child, fur has captivated me. It is part of my roots and I think it is in my blood! When I was 19 years old, I realised what the fur industry represents when I had the opportunity to go to Oslo (Norway), to attend training at the Oslo Fur Centre ('Tomorrow's Fur traders'). There I discovered the fur auctions, opening to me the fascinating and exciting aspects of the international fur business.

REMIX 2012 IS HERE!

IFTF in partnership with MIFUR is delighted to announce REMIX 2012. This year there are three prize categories – REMIX International Designer Award, Origin Assured Award, and 'Pimp My Coat' Award. The winner of Pimp my Coat will have their design manufactured from a vintage garment and will be invited to attend the final of REMIX in March to see their winning garment previewed on the runway. Entrants should ensure their entries arrive at IFTF by **Tuesday 03 January**.

This experience made me decide to start studying fashion design and aim for a career in the fur business and to visit international fur fairs and fur auctions.

Can you describe your business and your customers to us?

My business is appointment only and is based on a private, personal and direct service. My customers appreciate the craftsmanship, the tailor-made, the quality, the design, the personal treatment, the privacy and the exclusivity I can offer them.

Economic conditions are tough for small to medium businesses. What drew you back to fur and how is your business coping?

Despite the tough economic conditions and the globalised world we live in, I am convinced that there will always exist a niche market for specialisation, for tailor-made 'savoir-faire', with eye for the details.

Real luxury consists of exclusive haute-couture products made by craftsmen with passion, full dedication and time.

Fur is sustainable, 100% natural and recyclable. It is a precious material that we should treasure.

I decided to return to the fur business, after 10 years of absence, perhaps because I was missing fur, the natural, responsible choice!

What fur fashion trends are popular with your customers this season?

This season, bright coloured long hair furs are the trend. Many customers are restyling their old fox coat. The trendiest silhouette is the short sleeveless coat. Fur accessories continue to be very successful this winter.

Away from fur, what are your other passions in life?

Away from fur, I enjoy learning foreign languages. Currently, I am learning Chinese. I love to walk in the countryside with my dog. But my real passion is to spend time with my son, who is still a child!

Hong Kong fur mission to Turkey

A delegation of furriers representing Hong Kong Fur Federation visited Turkey in October to gain valuable information on the industry's development in Turkey, especially in the city of Antalya. They took the opportunity to visit some of the best fur retail shops in the area, including one that has an area of 20,000 square metres (the size of nearly three soccer pitches).

A giant mink greets IFTF during Ukrainian visit



IFTF encountered a giant mink while 'out and about' in October. Mike Moser (pictured) and Dominick Moxon-Tritsch were invited to visit Ukraine to meet with ministerial representatives of the Ministry of Agriculture and Food of Ukraine and the Ukrainian Association of Furriers, to discuss Ukraine's forthcoming application for OA™ status for its fur.

The Next Generation

E-commerce, design, craft and fashionability of fur are subjects discussed in interviews with up-and-coming fur trade entrepreneurs in the November WWD Collections magazine. The article explains to the fashion industry that the fur trade is a forward-looking industry that is in tune with modern consumers. In the run up to the article appearing, IFTF ran a teaser campaign on WWD's homepage which received 1.4 million impressions. Copies of the article will be circulated to all IFTF members.



CEO COMMENT



The new season is well underway and although the Indian summer in some countries resulted in a slow start to sales, there is every prospect that customers will be buying fur in large quantities again this winter.

It is encouraging to see the fashion pages of so many magazines and newspapers full of fur. I am delighted with our own advertising campaign in Vogue. It has now been sent to hundreds of politicians around the world as a reminder of how popular fur is with their voters. However, as with every new season, animal rights groups have marked events with protests and have attracted publicity. This year we have taken legal action against some extreme

images, and I am determined to take a more robust approach than ever before in cases of misinformation about our industry.

We continue to develop alliances with industries that share similar objectives and issues. Since my last update, we have formed working groups with the representative body of the European leather industry – the Confederation of National Associations of Tanners and Dressers of the European Community (COTANCE) – and the European Association of Fashion Retailers (AEDT).

Finally, the integration of the Brussels office is going well. Françoise Hossay will now manage the day-to-day workings of the office, while we will both work together to agree strategic direction.

Let us hope we have a good season and best of luck to all of you.

Max Oate

JANET JACKSON BLACKGLAMA AD WILL GREET A MILLION NEW YORKERS ON NEW YEAR'S EVE



American Legend's massive Janet Jackson Blackglama billboard (pictured), in the heart of Times Square, New York will be there when the New Year's Eve ball drops and one million

New Yorkers welcome in the New Year. The event will also have a global television of over **one billion**. The billboard is up now.

The IFTF Office will be closed between 23 December and 03 January. The next IFTF Board and Council meeting is 05-06 February. And, finally, from everyone at IFTF may we wish you Season's Greetings and a Happy New Year.

What's trending in fur this season?

Fur's appeal is wider than womenswear alone. A strong trend continues for fur in menswear in particular sports and street wear. Fashion houses and designers like Gucci and Marc Jacobs are using fur in their childrenswear collections. As well as clothing ranges for all age groups, we are seeing more fur used in lifestyle, soft furnishing and homewares. Cult home wear designers Maison de Vacances latest collection includes fur throws, cushions and furry chairs.

Over 1,000 'likes' on Facebook

IFTF's social media profile continues to steadily grow with our 'likes' on Facebook reaching the 1,000 mark. Our other social media channels, Twitter and YouTube, are also increasing our share of voice amongst the online communities.

Having a presence on these social media channels allows the fur trade to share our stories, which in turn helps our trade become a positive part of the online conversation about fur. Join the debate at [facebook.com/InternationalFurTradeFederation](https://www.facebook.com/InternationalFurTradeFederation)


Just for fun – can you answer the following?

- Apple co-founder Steve Jobs had an indirect history in fur. What was it?
- The Museum of The Fur Trade is located in Nebraska, United States. How many people visit the museum every year? Is it a) 20,000 b) 30,000 or c) 40,000?
- What type of fur is New Zealand most famous for?
- John Jacob Astor was the first multi-millionaire in the United States and had a prominent fur trading business in the 19th century. What is the name of the island where he based the headquarters of the American Fur Company?

Please visit IFTF's Facebook to find out the answers.

For further information, or to provide items for future issues, please email furtimes@iftf.com

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