

ITF news

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FUR TRADE
FEDERATION**

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Top left to right: Terry Thornton, IFTF PR Committee Chairman and REMIX jury member. Gold winner, Laura Grillo [Italy], REMIX models. Bottom left to right: Nika Marolt, Vice-Chairman of the Young Fur Traders Committee and REMIX jury member, Hyun Yeu, Bronze winner with model [The Netherlands], group shot of all the finalists and Eliana Dimitrakopoulou Silver and OA™ special prize winner [UK] with model.

Italy wins 2010 REMIX Gold Prize

The four fashion winners of REMIX 2010 were announced to a crowd of fashionistas and fur fans, following a runway show at La Visionnaire, in Milan in March. Laura Grillo from Italy won the gold prize for her stylish

red fox military style frock coat. Eliana Dimitrakopoulou scooped the silver and the inaugural presentation of the OA™ special prize with her purple multiwear mink cape. Korean designer, Hyun Yeu, representing the

Netherlands, was awarded the bronze prize for his slinky bubblegum pink fox fur dress. Within hours of the announcement taking place, IFTF uploaded video footage of the evening. Visit itff.com/remix.

Young Fur Traders meet to discuss the promotion of fur to younger consumers

Members of the IFTF's Young Fur Traders Committee met in Hong Kong and Milan to discuss ways to promote fur and the fur trade to younger consumers. Several ideas to come out of the discussion are being developed further. —



From left to right: Aron Liska, Panidis Panagiotis, Nika Marolt, Natalia Viktorova, Mike He, Giorgio Guida, Wallace Wong. Not shown: Christina Nacos and Eric Lau.

EFBA and IFTF Launch Joint Advertising Campaign

IFTF and EFBA have launched a joint advertising campaign in the Brussels based Parliament Magazine, which is widely read by the different EU institutions. The adverts will run for a year [from Jan 2010 to Jan 2011] and will appear in each issue, highlighting fur farming and fur trade issues. —



IHT to hold 10th Luxury Conference in London

Ten years after introducing the concept of the luxury conference, the IHT [International Herald Tribune], have announced that their next event will be held in London for the first time. The IFTF has been a co-sponsor since 2003, and has built a strong alliance with the IHT. The two-day conference in November will focus on the importance of Heritage to the luxury industry. Previous host cities have included, Paris, Istanbul, New Dehli and Moscow. —



IFTF JOINS MARKET ACCESS WORKING FORUM

IFTF has been invited to join the European Commission's Market Access Working Group on Leather and Fur. The main purpose of the group is to discuss any trade barriers

to European traders related to leather, fur and leather goods which the EU can then address with third countries. The group is chaired by the DG [Directorate General] Trade. —

OriginAssured UPDATE European Commission Recognises the OA™ Label

The European Commission is working on different textile labelling initiatives, including one involving 'Origin Marking'. In a recent answer to a European Parliamentary question, a representative of the Commission was quoted as saying:

"...The Commission notes that since 2007, the fur industry has in place a voluntary label called Origin Assured [OA™]. The mark gives assurance that

the fur in a garment or fur product that bears an OA™ mark originates from a country where national or local regulations or standards governing fur production are in force. The initiative was developed by the International Fur Trade Federation [IFTF] in collaboration with four leading international fur auction houses... and [is] monitored by an international monitoring organisation". —

IFTF in Beijing



The IFTF Beijing office enjoyed excellent visibility at this year's Beijing fair, manning its own stand for the first time. Over 11,500 visitors attended the fair, and many called at the IFTF stand, which acted as an information and resource hub. The Chairman, Mr Andreas Lenhart, gave a speech at the China Fur Industry Forum, held during the Beijing Fair. His theme was the 'Environmental Protection and Conservation – the life-line for the future development of the international fur trade'. IFTF also had exhibition stands at the Hong Kong Fur and Fashion Fair and at MIFUR and IFTF will have a presence at NAFFEM [02-05 May, 2010] on the FICA [Fur Information Council of America] stand. —

IFTF Levy Agreement

Following the auction houses' decision to reduce the levy to 0.4% (down from 0.6%), discussions are continuing regarding IFTF's future work priorities and structure. The aim is to agree a plan which can be presented and accepted by Council at the Annual Meeting in the autumn. IFTF's representatives in the discussions with the auction houses are David Morgan, Allen Soifer, Henry Sun and Frank Zilberkweit. —

Online Activity

IFTF introduces newsletter

In January 2010, the IFTF introduced monthly e-bulletins to the trade. These bulletins carry news stories about IFTF's work and developments affecting the fur trade. All members of the fur trade can subscribe. Please e-mail pressoffice@iftf.com. —

Fur's presence on Facebook.

A new fur friendly facebook group called FURS: Eco-Fabulous has been set up on the social networking site, Facebook. The group provides the latest news and views about fur fashion and so far has just over 350 fur fans. —

Blogshare

In the last issue of the newsletter, IFTF recommended a few industry related blogs, such as petakillanimals.com and eco-chick.com. In this issue, we have more for you – teresaplatt.com, humane-watch.org and our own iftfblog.com.

IFTF [blog.com](http://iftfblog.com) was launched in February and is designed to encourage sensible and mature debate on the

'story behind the story'. Recent posts include discussions on wildlife conservation versus species preservation, the seal issue, and the OA™ programme. To be part of the online debate, visit www.iftfblog.com. —



HSUS Downgraded by Charity Navigator

Non-profit watchdog, Charity Navigator, downgraded the Humane Society of the United States [HSUS]'s star status from 4 stars to 3 stars in April. Over the last two years, HSUS's fundraising expenditure more than doubled while

the amount spent on animal protection programmes decreased. HSUS's international arm, Humane Society International [which campaigned heavily in favour of the EU seal ban], was downgraded to one star only!

Hungarian Fur Trade Association – extended presence in Milan

Five Members of the Hungarian Fur Trade Association jointly shared a booth at MIFUR, making this the second largest Hungarian presence at the fur fair to date. —

Want to know more about IFTF? Why not visit iftf.com?

The September Issue

The Hollywood film ‘September Issue’ follows US Vogue’s editor-in-chief and longstanding fur supporter, Anna Wintour, as she puts together the 2007 September issue of the magazine. Throughout the film there are many references to fur – Anna Wintour was asked, “Is there a way to wear fur this winter?” she replied, “There is always a way to wear fur. Personally I have it on my back”.

The actual 2007 September issue of the magazine had 840 pages, weighed nearly 5lbs and was the single largest issue of the magazine ever published. The IFTF’s ‘Not your Grandmother’s Fur’ campaign featured in this record breaking issue. —



Fur Bed Fit For a King

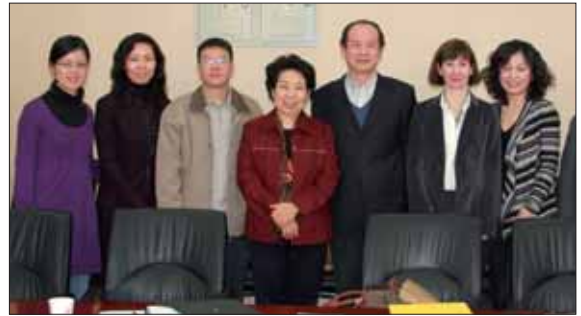
A member of the British Fur Trade Association was approached by English Heritage to research and supply the correct fur to reconstruct an exact replica of King Henry II’s bedclothes, guest room and cloak in a multi-million pound project at Dover Castle. The research found that the Baltic red and grey squirrel [then known as Vair and Miniver] were imported to the UK from Novgood in Russia as early as the 11th century. At that time, it was a most highly prized fur and worthy of only Royalty and other high status individuals. —



Chinese Government White Paper on Fur Animal and Farming Management

At the end of February, the Chinese Government issued a White Paper on the status of the fur sector in China. This follows on from the introduction in 2005 of the Regulation on Technical Management of Breeding, Keeping and Housing Fur Animal Species. The White Paper outlines the Chinese Government’s commitment to conservation and to animal welfare, and provides the first comprehensive overview of the regulations in place

covering wild and farmed fur animals. A link to the White Paper in Chinese and English is available via [IFTF.com](http://iftf.com). —



Madam Zhang [centre in red] and Ms Yang from the China Fur Commission, representatives from the State Forestry Administration with Juliette Bailey and Sherry Li from IFTF.

Hong Kong Fur Federation Reaches its 30th Anniversary

The Hong Kong Fur Federation celebrated its 30th anniversary with a toast at the Gala dinner held during the Hong Kong Fur and Fashion Fair in February.

The Hong Kong Federation was formed in 1979 to represent the interests of the Hong Kong fur trade in

the domestic and international markets. HKFF joined the IFTF in 1980 and has remained actively engaged in IFTF’s work for the benefit of the international fur business.

A commemorative 30th Anniversary book was shared with all the guests who attended the Gala dinner. —



Netherlands Fur Innovation Award

Fashion designer, Claes Iverson [pictured] recently won the Fur Innovation Award 2010 competition at an event in Amsterdam set up by FurLab to recognise design talent in Holland. On receiving the \$10,000 prize, he said “I see fur as an indispensable building block of fashion. Traditional techniques were my inspiration for developing new innovative textures and colours”. —



For further information, or to provide items for future issues, please email Iona Service at iservice@iftf.com or fax on +44 [0]1932 850 033