

Winter edition

# REMIX

Asia & Eurasia

## NEWS & FEATURES

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The Book of Beasts  
AGM highlights

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## FUR FASHION HISTORY

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INTERNATIONAL

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FUR FEDERATION

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# MEMBERSHIP NEWS

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**Alessandra  
Dagnino**

CEO of the Italian Fur Trade Association, External and Institutional Relations Manager of Ente Fieristico Mifur, IFF Delegate, Councillor of AICE (Italian Association of Foreign Trade), Member of the “Fur and Leather Commission” of UNI (Italian Unification Body) and President of the Guarantee Committee of ICEC (the Certification Body of the Italian Leather Tanneries Association – UNIC).

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## IFF CEO comment

As I write it's snowing in Toyko, St Petersburg and China- keep it coming. We really need a good cold winter to warm all our hearts this season but that's sadly not something the IFF can fix. What we can do, is promote fur so, I am pleased to tell you we got over 3 million clicks on the Fur Now campaign. Meetings with the big brands continue to go well as our global traceability project gathers pace. As for the anti groups well we are hitting back with examples of some of their more outrageous statements and use of doners money. All in all it's a busy time but I hope you and your colleagues will get a well deserved break- so from all at IFF happy Xmas and New Year.

*Max Oate*



# The Book of Beasts:

By Marianna Cutinio Moguel

“When in doubt, follow the senses of beasts.”  
—F.T. McKinstry

## Introduction:

Definition of bestiary from Merriam-Webster Dictionary

1 : a medieval allegorical or moralizing work on the appearance and habits of real or imaginary animals

2 a : a collection of descriptions or representations of real or imaginary animals b : an array of real humans or literary characters often having symbolic significance

3 : an unusual or whimsical collection <a truly astounding bestiary of airplane designs — Peter Garrison>

High Couture or Ready to Wear catwalks are the result of a complex design process. This project aims to relate real or whimsical beasts with the most outstanding catwalks in the past years. It can be a single piece that became the protagonist of a whole show or the concept/source of inspiration of a particular designer. Each chapter will talk about an individual show and how far became a crucial element in the abstract to real transformation of a designer's concept.

The Phoenix:  
—From The Aberdeen Bestiary:

When its time is come, it enters the covering and dies. From the fluid of its flesh a worm arises and gradually grows to maturity; when the appropriate time has come, it acquires wings to fly, and regains its previous appearance and form.

Let this bird teach us, therefore, by its own example to believe in the resurrection of the body; lacking both an example to follow and any sense of reason, it reinvests itself with the very signs of resurrection, showing without doubt that birds

exist as an example to man, not man as an example to the birds.” Domenico Dolce and Stefano Gabbana always offer an opportunity to be transported to a magical world. In this particular catwalk the main topic was fairy tales. Surrounded by



“

When its time is come, it enters the covering and dies. From the fluid of its flesh a worm arises and gradually grows to maturity; when the appropriate time has come, it acquires wings to fly, and regains its previous appearance and form.



More chapters to follow.

an eerie, purple light, all sorts of dreamy visions stepped on the catwalk. One of the main allures was this dyed, red mink fur-hooded, chiffon dress. The fashion house took a wardrobe classic and elevated it to a fantastical stratosphere. Like a vision, this garment appeared both grand and enchanted. The dress was inspired by flora and fauna that once garlanded medieval manuscripts. Owls, flowers, rabbits, and flowery images on the red chiffon dress told the viewers that it came from the mysterious forest. From the deepest of woods, it ethereally floated above the floors. Like the Phoenix, it appeared from the darkness, the depths and reinvented a story for itself. It also refers to “being a woman” today. Girls borrowed helmets from the armour of a knight no longer needed to come and save them. To be a woman for Dolce & Gabbana means to be graceful and strong. A woman, like the phoenix, can and should rise again through the reinvention of her own story and self; more powerful than before.

# ASIA REMIX

**J**apan won the Grand Prix Asia Remix 2016 Asia Young Designer Fur Design Competition

**International Fur Federation, “IFF”, held the “Asia Remix 2016” for the first time in Tokyo, Japan on October 31st, 2016. It was held with the aim of supporting up-and-coming Asian designers and promoting the development of fur designs, techniques and the newest fur trends with the support of the Japan Fur Association.**

Attendees included: Mr. Johannes Manakas (Global Chairman of International Fur Federation), Mr. Thomas Wong (Asia Chairman of IFF), Ms. Kelly Xu (IFF Asia CEO), Mr. Kasper Reinbacher (VP Marketing of Copenhagen Fur), Ms. Chris Cui (General Manager of Copenhagen Fur China Office), Mr. T. Nakamura (Chairman of Japan Fur Federation), Mr. Konishi (Famous Fashion Designer, fashion TV program commentator, fashion Icon), Mr. HJ Kim (Chairman of Korean Fur Federation), Mr. Henry Sun (Chairman of Hong Kong Fur Federation), Mr. Justin Huang (President of Taiwan Textile Federation), Mr. Scott Wong (CEO of IFF Beijing Office), IFF Asia Board Directors and VP and professors from various famous Japanese leading fashion universities, colleagues and institutes, guests from the fur industry and fashion industry, fashion influencers, and media, over 300 people attended

the event held at the Meguro Gajoen.

The event was kicked off by 11 finalists from Japan, Korea, China and Hong Kong for the Asia Remix 2016. Then “Kazue, “Disaya”, Tokyo Super Models meet fur” took the stage (a fashion brand in Japan by a Thailand creative director and Ms. Kazue Mizushima, a famous fashion stylist, 6 Tokyo Super Models) and a runway show by companies such as Kobe Sangyo Co., Ltd. “Violeta”, Tsukaki Co., Ltd “TK Fur & Yuya Ito” and Miyoshi Fur Co., Ltd “Miyoshi Fur”, fur accessories provided by Kobe Trading Co., Ltd, Passion Co., Ltd and Ohtsuya Co., Ltd.

After careful judgement by 5 final jury members, who were: Mr. Tomoaki Nakamura, Chairman of Japan Fur Federation, Mr. HJ Kim, Chairman of Korean Fur Federation, Ms. Wang Yue, Associate Professor of Tsinghua University, Chief Designer of Wamanda Fur Design Studio, Ms. Lulu Cheung, Famous Designer, Founder of Rolls Group Ltd. and Ms. Kazue Mizushima, Famous Fashion Stylist, the Future Star Design Award went to Ms. Cho Po from Hong Kong, and the Craftsmanship Design Award went to Mr. Hiroshi Suzuki from Japan. Ms. Li Xuan Xuan from China took the title of the Creative Design Award. In addition to the reward, Xuan Xuan will also go to Saga Studio in Denmark for one weeks training. Ms. Natsumi Ikariyama from Japan won the Best Design Award in the Male Category (Prize was one week training at NAFA studio in Canada). Finally, Mr. Yuki Ando from Japan won the Grand Prize in the Female Category. (Prize was one

week training at the Kopenhagen Fur studio in Denmark). Mr. Ando drew a design based on pop art, which controls vision, and illustrations, combining mink and rex, utilizing pleating and making patterns that can express things visually. Mr. Ando, said to the audience: “I am so happy and I am excited to have famous people view my work.” Congratulations to all the winners and big applause for all the finalists. They all did fantastic work.

**On the 2nd stage was “Kazue, Disaya, Toyo super models meet fur”, a special collaboration show that was performed by “Disaya” and Kazue Mizushima, the famous stylist.**

**Super models Sara Mary, Rina Fukushi, Elli-Rose, Shen Tanaka, Alisa Urahama and JUN appeared on the runway in styles that included fur accessories of the 2016 fall/winter collection.**

**From IFF Beijing office.**

“ The event was kicked off by  
11 finalists from Japan,  
Korea, China and Hong  
Kong.

”



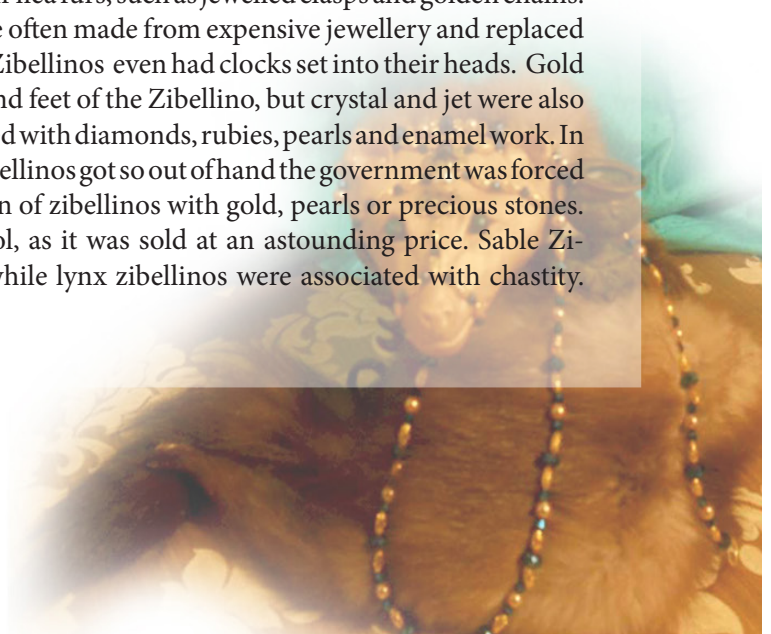
# Fur fashion timeline - 16th century

*In this edition of Fur Times we will be closely looking at the fur fashion in the 16th century. The sixteenth century was one of the most extravagant and splendid periods in fur fashion history and one of the first periods in which modern ideas of fashion influenced what people wore. Fur was considered very fashionable and the most popular types were: silver fur of the lynx and the dark brown fur of the sable.*

**Z**ibellino was one of the ultimate fur fashion statements of the 16th century. It reminds one a scarf-like wrap made out of animal pelts. Originating from the North of Italy this fur accessory was widely known as a “pelt of sable”. It also had a second name- “flea fur,” as it helped people of the period to combat the pests.

Throughout the 16th century, due to the lack of hygienic options, men and women did not bathe very often, and rarely washed their clothes or bed sheets. These conditions were perfect for infestations of fleas and other small bloodsucking insects that lived on the bodies of warm-blooded animals and humans. One of the ways that they combated the pests was with flea fur, which was worn around the neck in the hopes that the fleas would prefer the thick fur of the animal to the skin of a human. A flea fur was made from the pelt of a small furry animal like a mink, an ermine, or a ferret.

Wealthy people added ornaments to their flea furs, such as jewelled clasps and golden chains. The head and feet of an animal pelt were often made from expensive jewellery and replaced the animals original body parts. Some Zibellinos even had clocks set into their heads. Gold and silver were the norm for the head and feet of the Zibellino, but crystal and jet were also used. Zibellinos were further embellished with diamonds, rubies, pearls and enamel work. In Bologna, the excessive decoration of Zibellinos got so out of hand the government was forced to issue a decree banning the decoration of zibellinos with gold, pearls or precious stones. Zibellinos were used as a status symbol, as it was sold at an astounding price. Sable Zibellinos were popular wedding gifts, while lynx zibellinos were associated with chastity.







*Zibellino also had a second name- “flea fur,” as it helped people of the period to combat the pests.*

*Gold and silver were the norm for the head and feet of the Zibellino, but crystal and jet were also used.*



*Wealthy people added ornaments to their flea furs, such as jewelled clasps and golden chains.*



# EURASIA REMIX

By IFF Eurasia office

**N**ovember 10, 2016 in Palace Suzora in Saint – Petersburg the final of the 3rd international young designers' competition Remix – Eurasia 2016 was held. Organized by the Russian Fur Union with the support of the International Fur Federation (IFF), and was attended by representatives from Russia, Ukraine, Kazakhstan, Turkey, Belarus and Uzbekistan.

**The contest was held in two stages:**

In the first stage, the jury were determining the finalists by the sketches, the second stage, the jury were determining the winners by the ready garments.

The jury were:

- 1. Sergey Stolbov - Chairman of the IFF-Eurasia Board, Chairman of the jury.**
- 2. Victoria Kusenкова - Creative Director of Fashion House Kussenkovv**
- 3. Sergey Efremov - the designer of the Fashion House Sergey Efremov**
- 4. Igor Gulyaev - the designer of the Fashion House Igor Gulyaev**
- 5. Alexandr Petrov - the designer of the Fashion House Alexander Petrov**
- 6. Oksana Moroz – Marketing Director NAFA, Eastern Europe**
- 7. Kasper Reinbacher - Vice President of Sales Department Copenhagen Fur**
- 8. Alexei Plekhanov - Deputy of the General Director of the auction company Sojuzpushnina**

As part of the final of the contest many viewers were shown a collection of leading fur companies:

**Igor Gulyaev**

**Kussenkovv**

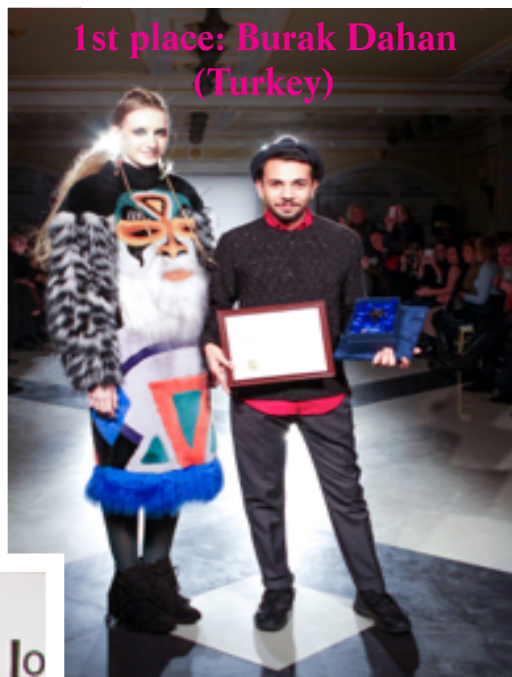
**Alexandr Petrov**



# WINNERS



Prize - internship at the design studio NAFA (Canada)



1st place: Burak Dahan (Turkey)

2nd place: Yerhat Maksutov (Kazakhstan)

Prize - internship at the design studio Saga Furs (Finland)



3rd place: Liliya Nigmatyanova (Uzbekistan)

Prize - internship at the design studio Copenhagen Fur (Denmark).





**W**e have members in almost 40 countries around the world who all do some amazing work: on promoting the fur trade, in improving animal welfare, environmental and employment standards and in the fashion and PR sectors too. It is important to us that we highlight the great work that our members do. This month we got in touch with the Swakara Board of Namibia and found out more about their recent activities.

## Contact:

### General enquiries:

The Swakara Board of Namibia  
Telephone: +264 61 237 750  
Facsimile: +264 61 231 990  
Email: [info@swakara.net](mailto:info@swakara.net)

**Name of the Member:** Swakara Board of Namibia  
**Location:** Namibia, (South Western part of Africa)  
**Websites:** [www.swakara.net](http://www.swakara.net)

## Goals for the past year?

- 1.Revising the Rules and Regulations for the production of Swakara pelts and manufacturing of Swakara stunning apparatuses.
- 2.Revising the Swakara Code of Practice.
- 3.Country-wide mass testing of swakara rams for the B. Ovis virus, affecting the fertility of especially the Swakara rams.
- 4.Value chain assessment for the adult swakara sheep wool, a by-product of Swakara pelt production.

# NAMIBIA

•Comments about fur use in Namibia:

Namibia is dominated by a very warm and dry climate, with winter temperatures rarely dropping very low. Namibia, also being a developing country with a very small population of just over 2 million people have a very low consumption of fur and mostly in the form of accessories.

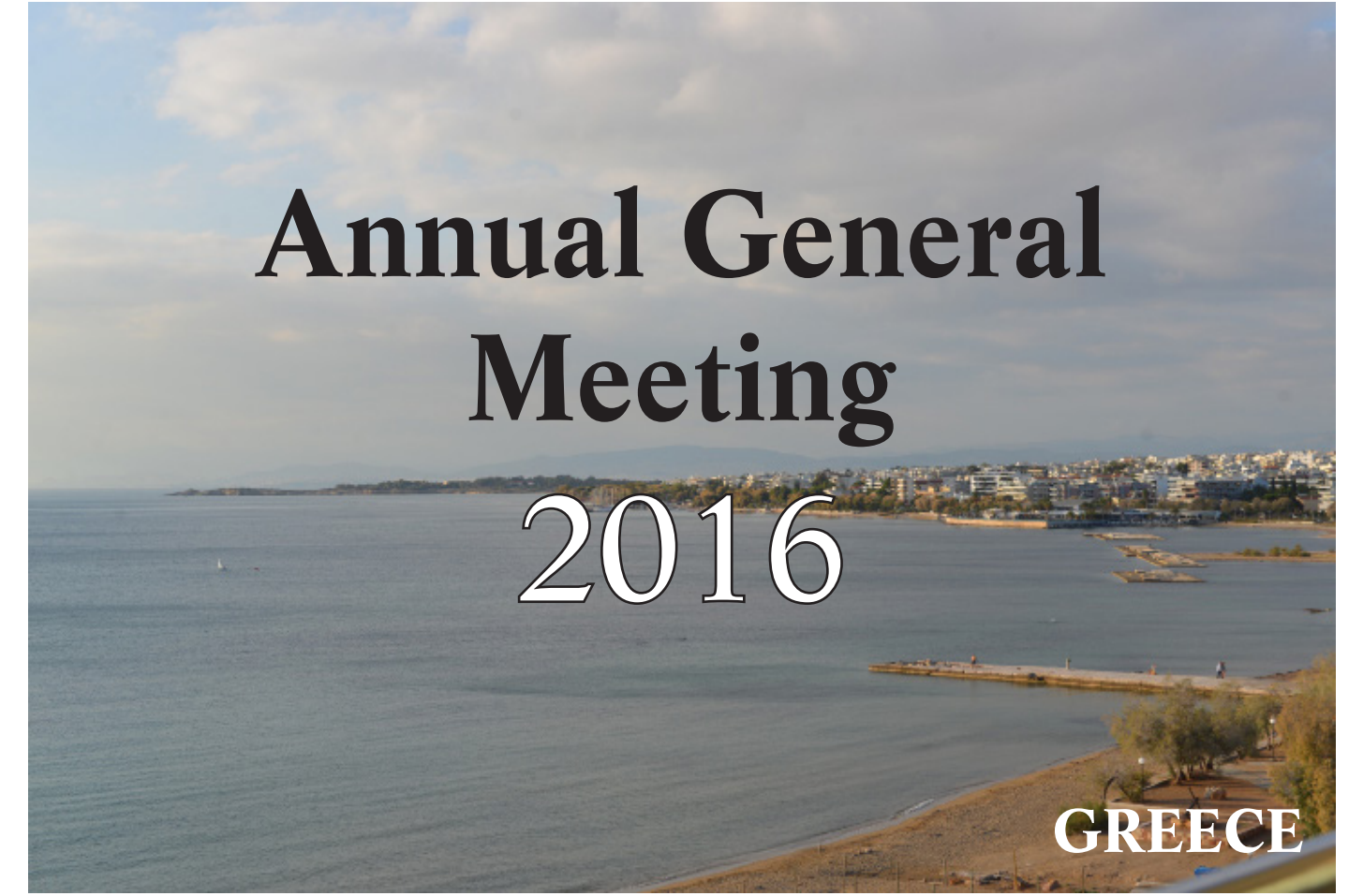
•Why is fur important in Namibian design/history/culture?

Fur production, rather than consumption is very important for the rural communities of Namibia, producing for almost 110 years and has become rooted in the people and culture of the country. Most of the Namibian infrastructure and development was funded, either directly or indirectly through income from fur production and it continues to be the lifeline of rural Namibia.

•Are there any promising local young designers?

The Swakara Board hosts a Namibian young designer's competition every second year, the local winner then entering into the REMIX completion. Most of the Swakara Boards promotion is however done with the assistance of Kopenhagen Fur. The Swakara Board engages various upcoming designers, for instance, the designer Mr. Yutao Wang, assisted by Danish master furriers from KICK (Copenhagen Centre for Creativity, a subdivision of Kopenhagen Fur) will design a small Swakara collection of five pieces which will be shown for the first time at the 'Beijing Fashion Week'.





# Annual General Meeting

# 2016

**GREECE**

**T**he 2016 Annual General Meeting took place in Athens, Greece with over 100 people in attendance to discuss the latest updates from regions as well as a few guest speakers on a number of new exciting projects over the next 12 months.

CEO, Mark Oaten presented the latest FUR NOW campaign, launched a new factual animation film on the Pros and Cons of fur and reported back on plans to attend the Milan and New York fashion weeks.

The IFF launched a brand new logo that will be used in a number of products such as the REMIX fashion shows and Fur Futures programme. The Federation also announced that they will be holding an event in India. Iran is one of the new markets that are currently being tested with events planned for the forthcoming months.

Regional Directors Kelly Xu (Asia), Nancy Daigneault (America), Maksim Chipurnoy (Eurasia) and Fur Europe CEO Mette Lykke Nielsen all presented to members highlighting the work done in various countries within their regions that covered a number of topics such as fashion shows, animal rights protests, animal welfare schemes and fur workshops.

Dr. Henning Otte Hansen from the Department of Food and Resource Economics at the University of Copenhagen was one of the guest speakers who spoke about the value of the fur business. This explored why the value of

fur business and fur retail is important and estimating fur retail values by the use of mark-ups. Dr. Hansen also gave an insight into the fur retail value in major country groups such as Russia, USA and China.

Steen Moller, of Aarhus University Denmark, provided a presentation of the International Fur Animal Scientific Association (IFASA) in which, one of its main objectives is to promote the advancement of knowledge of all aspects of fur animal science and the fur industry. Moller explained that the aim will be provided through a number of factors such as 'Scientifur' and the IFASA Congresses.

Keith Kaplan presented the 'Hollywood Project' to the members with an insight into how much fur is being presented in the media. Kaplan reviewed the last year and how populous fur has been on the TV, in major blockbuster films and even worn by celebrities at award ceremonies. A Fur Style on Demand website was introduced so viewers who have seen a certain fur garment on the TV can find out what outlet store they can buy that piece from.

The previous evening IFF hosted a dinner with an award ceremony to congratulate members and individuals who have performed outstandingly over the last 12 months.

**Member of the Year: Korea**

**AGM awards:**

**Lifetime Achievement Award:**  
Betty Balaila (Canada)

**Fur Futures Member of the Year:**  
Diana Agayan (Ukraine)



**Lifetime Achievement Award:**  
Betty Balaila (Canada)

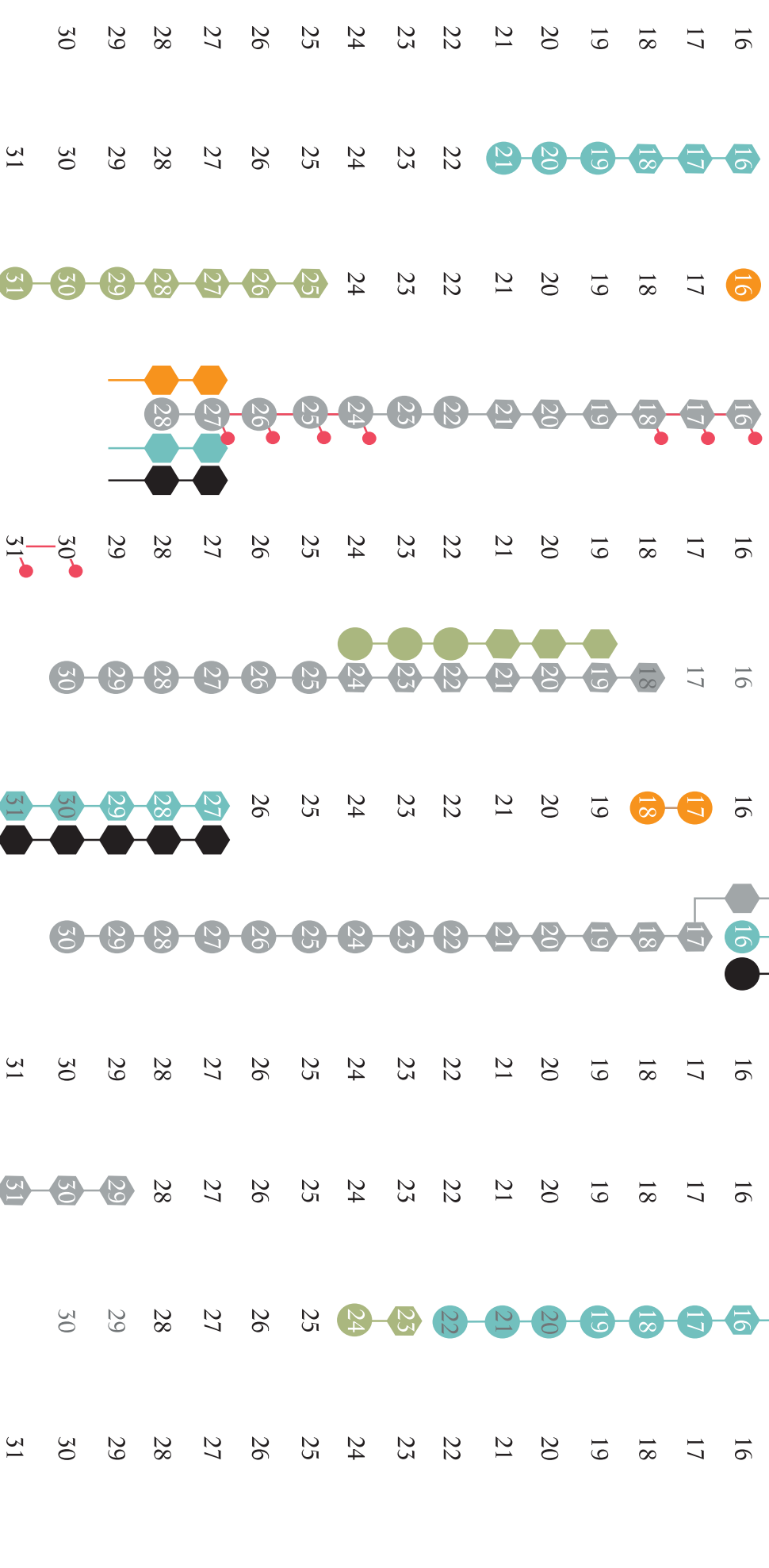


**Fur Futures Member of the Year:**  
Diana Agayan (Ukraine)



**Member of the Year: Korea**





● Sojuzpushmina Inspections  
● Sojuzpushmina Sales  
● Saga Inspections  
● Saga Sales

● Kopenhagen Fur Inspections  
● Kopenhagen Fur Sales  
● Fur Harvesters (North Bay, Ontario, Canada) Inspections  
● Fur Harvesters (North Bay, Ontario, Canada) Sales

● NAFA Inspections  
● NAFA Sales  
● American Legend Cooperative Inspections  
● American Legend Cooperative Sales

● Beijing Fur Fair: Jan 12-15  
 Jewish Holidays:  
 Purim: 11-12 March  
 Pesach: 10-18 April  
 Shavuot: 30 May- 01 June

Hong Kong Fair: Feb 16-18  
 Tisha be Av: 01 August  
 Rosh Hashana: 20-22 September  
 Yom Kippur: 29-30 September

Milan Fair: Feb 24-27  
 Souccot: 4-13 October  
 Hanouka: 12-19 December

Athens Fair: March 30, 31  
 April 01

Kastoria Fair: May 4-7

\*\*Jewish Holidays start the evening of the previous day.







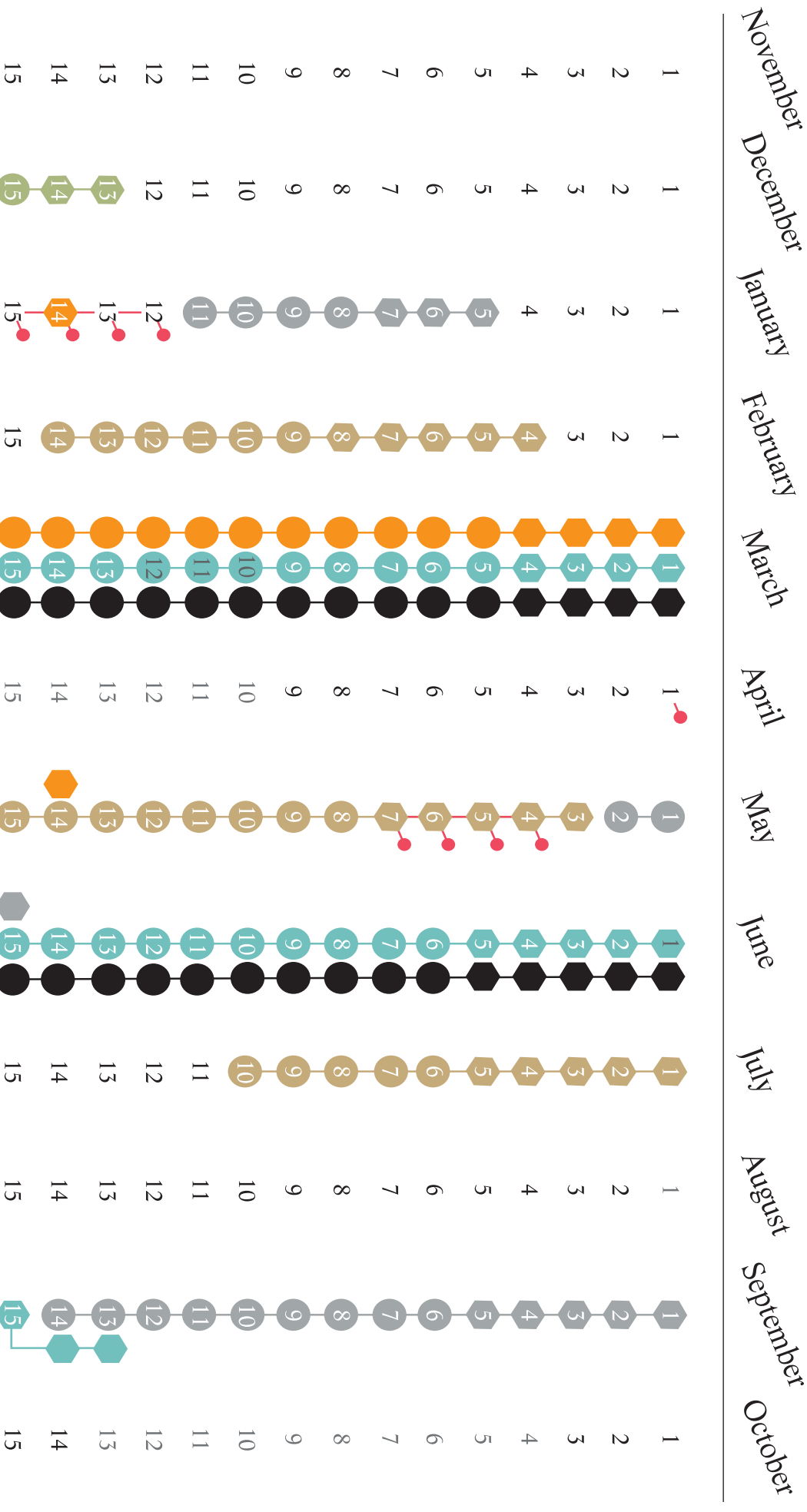
International Auction Calendar

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INTERNATIONAL  
**IFFF**  
FUR FEDERATION

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# North America update

## 2016 Fur Day on the Hill and 3rd FIC/OCAC Outdoor Heritage

The Fur Institute of Canada (FIC) held Fur Day on the Hill 2016 in Ottawa on Nov. 29. The event brings together trappers, hunters, farmers, scientists, industry professionals, designers, auctions houses and other likeminded individuals from across the country, and gives them an opportunity to meet with Members of Parliament, Government Ministers and officials to discuss the key issues in the sustainable use community.

This years' discussions focused on climate change adaptation, trade issues and the heritage and economic impacts of trapping, hunting and fishing activities on Canadians. The groups met with MPs from all parties along with Ministers and officials from a variety of key departments, and the results were extremely positive.

Following the meetings, the Outdoor Heritage Banquet and Auction hosted by both the FIC and the Outdoor Caucus Association of Canada (OCAC) took place with a theme: "Honouring Canada's True Conservationists, recognizing men and women who fish, hunt & trap." This event brought together nearly 200 attendees including representatives from the Canadian outdoor community, parliamentarians, senators and staff. The unique setting resulted in a very strong show of collective support for the outdoor industries.



[Read more on FUR.CA](#)

## November Fur News: Trapping Victory in Montana?

Raccoons are part of a legal battle in New Jersey, with animal rights activists fighting against the use of enclosed foothold traps. Did we mention these raccoons are

rabid? Let's hope it doesn't take a major outbreak of rabies to make this court case go away. Speaking of legal battles, there is one under way in Maine over incidental lynx

trapping (see above), whereas in Canada there has been a proposed private members bill to designate May 20 as National Seal Products Day. We love the idea.

By Truthaboutfur.com

# INTERNATIONAL NEWS

As we are full on into trapping season, it's worth sharing a few good reads from last month. Here's an interesting piece on the impact of the trade of Amazonian furs in the mid-20th century. Gregory Thompson did a great job giving us tips and advice on maintaining good relationships with the landowners of the land you trap on.

cause it is warm. That's a concept we explored in a blog post, where we discussed the fact that fur is not just for fashion. So if you are looking to keep warm this winter, check out our guide to buying vintage fur, have a look at Lilly e Violetta's everyday furs, or check out the kangaroo fur shoes that all

oration ideas? How about decorations made of fur? They didn't go down too well in a hotel in Munich but we would gladly take the fur fir tree off their hands. Have you ever wanted to witness the miracle of child birth? Yeah, it's not for everyone, but we are all



Lastly, we were thrilled to hear that Neal Jotham got a Lifetime Achievement Award from the Canadian Museum of Nature for his central role in the creation and adoption of international standards on humane animal traps used in the fur industry. We also featured him in our blog earlier this year.

Let's move on to a topic that is a bit more ... fashionable. Canada Goose has opened a new store in New York City (see above), and it includes a few fashionable pieces, like a silk parka from a collaboration they did with Opening Ceremony. While the parka sure looks nice, we are pretty sure the main reason why people buy Canada Goose, or any item with fur, is be-

the celebrities are wearing.

The animal rights activists stooped to new lows last month when one protested a veterans parade to push her vegan agenda, and when a sustainable school got death threats for teaching small-scale family farming. Stella McCartney and Morrissey, two of the most annoying celebrity animal rights activists, also got media attention for harping on about the same old thing, over and over again. We of course loved this article about how vegetarianism and veganism are destroying the planet – it is a good one to read and share. And we explained the truth behind one of PETA's (many) lies: that fur farming in the U.S. is not regulated. Some final thoughts ... Do you need Christmas tree dec-

about witnessing fawn birth. This video is beautiful.

Our most-shared Instagram post was one of several guys wearing buffalo fur coats.

We're pretty sure you won't get cold wearing these!

What would you do if your dog ran into a wolf? Most of us would run, but one guy stupidly stuck around to film it. At least it makes for some interesting viewing.

# Eurasia Update

## Fur Masterclass on 10th of November 2016 (St. Petersburg) By IFF Eurasia office

**O**n the 10th of November 2016, at the St. Petersburg State University of Industrial Design and Technology there was held a masterclass on the use of modern technologies in the field of design and tailoring of fur products, organized by the Russian Fur Union (RFU) and supported by the International Fur Federation (IFF).

The masterclass was attended by students and professors of design institutes of St. Petersburg and other Russian cities, as well as representatives of companies involved in sewing fur products, more than 100 people in total.

Masterclass speakers were famous Russian designers: Alexander Petrov, Sergey Efremov, Igor Gulyaev, invited European designers Rebecca Bradley (United Kingdom), Django Steenbakker (Netherlands), as well as representatives of the international fur auctions - Kasper Reinbacher and Victoria Pustynnikova (Kopenhagen Fur), Bobby Poulis and Oksana Moroz (NAFA).

Alexander Petrov shared with the participants his experience of the use of a sable skins in sewing fur garments.

Kasper Reinbacher and Victoria Pustynnikova spoke about the fur auction «Kopenhagen Fur», fur farming, about the design center on the basis of the auction house and on the Fur Fab project- an on-

line catalog of designs of fur products, which is the source of inspiration for designers from all around the world.

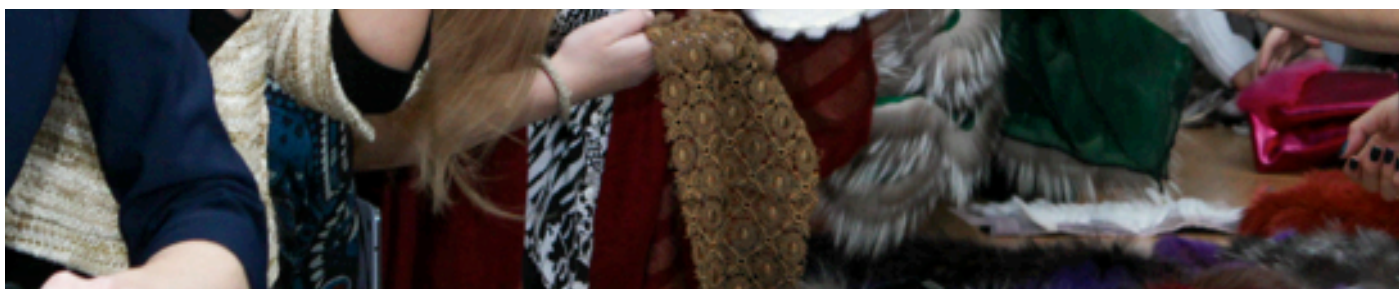
Rebecca Bradley in her presentation spoke about the history of her brand, her personal experience and encouraged young designers to do more experiments with colors and different techniques.

Django Steenbakker demonstrated different techniques of sewing fur products, aimed at the more efficient use of fur without loss of its basic properties. He talked about fur as a versatile material that can be used to sew items for all seasons. He also told participants about his work in the Dutch foundation «Fur Lab», which is engaged in the training of students-designers to use fur.

Bobby Poulis and Oksana Moroz explained about the work of North American Fur Auctions (NAFA) and presented a wide variety of high quality farmed and wild fur samples.

In continuation of the master-class, Russian designers Sergey Efremov and Igor Gulyaev shared their stories of success with the audience.

As part of the masterclass everyone could personally get acquainted with a variety of samples of modern techniques used for sewing fur products, as well as ask questions to the invited speakers.



## Europe Update

### Poland

Polish Fur Federation in collaboration with Studio NAFA organised the NAFA Young Designers Competition- the first competition in Poland where youngsters were able to showcase their fur collections. Despite it being a big challenge for the Polish Fur Federation to convince the Polish School of Design to hold an event, it was a huge success.

Not only did the competition provided novice designers with an invaluable experience, but it also gave an opportunity to one of the winners to obtain an internship at Studio NAFA in Toronto.

In spring 2016 Poland also co-organised a Fashion Expo in Szczecin, where various Polish fur organizations had an opportunity to meet each other.

### Romania

Romanian Fur Association becomes part of Fur Europe and IFF network.

The Romanian Fur Association (Asociatia Romana a Blanurilor, ARBL) has become the latest member of Fur Europe following the approval of a full membership request by IFF in October and by EFBA in November. The membership comes not long after the official formation of the Romanian Fur Association that happened earlier this year.

ARBL is a relatively new organisation integrating the entire value chain of fur production. It was formed after the founding members representing three independent pillars including trade and manufacturing, chinchilla breeders and mink breeders decided to unite and work for the prosperous future of the Romanian fur sector. Their decision to merge and become a member of Fur Europe comes as part of the efforts to represent more effectively the entire value chain of the fur sector in Romania.

It is expected that the unification of the three pillars will create a better environment for fur farmers, manufacturers and traders, and the cooperation with Fur Europe will additionally strengthen the position of Romania as a fast emerging fur producer in Eastern Europe.

The creation of ARBL and their desire to work with Fur Europe is the latest example of the successful implementation of the international fur sector strategy to unify the entire fur value chain.

Nafa Young Designers Competition – first FUR competition in Poland



# Europe Update

Animal rights activists have been banned from protesting outside fur shops in Germany in the run up to Christmas.

In a major blow to their planned campaign of harassment and intimidation, a judge has ruled they must allow shoppers the space and freedom to purchase fur without fear.

The well-known Bogner fashion house was granted the injunction against Deutsches Tierschutzburo, an anti-fur group.

The Bonn District Court has now forbidden animal rights activists to organize any forms of anti-fur campaigns against ten Bogner fashion stores until December 31.

A Bogner spokesperson said the company was forced to take radical action due to the extreme activity of several animal rights activists who attacked the Bogner branch in Berlin, distributing confetti and making bogus statements that the company sells dog fur.

The Bogner spokesman said:  
“We have no intention to prevent their (AR) commitment to animal welfare.

“However, such safety measures are necessary to protect employees, customers and shop furnishings from further enfringements.”

Deutsches Tierschutzburo was angered by the court’s decision. A spokesman said:

“It is a massive restriction to the freedom of opinion and demonstration.”

Mick Madsen, a spokesman for Fur Europe, said:  
“Economic sabotage of otherwise legal businesses is unfortunately a part of the animal rights mindset.

“It shows how little respect for human beings and democratic values animal activists have.

“Bogner deserves respect for standing up for their business instead of succumbing to the pressure. And the court in Bonn has drawn a line and pointed out there is a difference between having an opinion and enforcing your opinion on others.

“The fur sector needs to reach out to fashion retailers exposed to animal rights pressure and give them proper information about our beautiful products. When people want to buy fur, a handful of bullies are not supposed to deny them their freedom to do so.

Fur Europe and European clothing industry forge closer cooperation.

Fur Europe and European Apparel and Textile Confederation (EURATEX) put the beginning of closer cooperation based on common aims and interests. Representatives from the two associations met to discuss further steps in their partnership on issues such as sustainability, environmental impact and chemical management. It was one of the first meetings between the two organizations.

Sustainability and traceability and their potential to increase the profits of retailers who know how to convey the right meaning to customers were central to the discussion.

Retailers can benefit as a clear definition of sustainability amongst all sectors and brands would make it easier to explain to customers why fur is an eco-friendly and sustainable product, according to Fur Europe. It predicts that the sustainability trends will also result in higher profits from fur sales. Better communication on the chemical management and the need to clarify at what stage of the supply chain the presence of chemicals will be assessed were also discussed with the European clothing industry. The aim is to ensure customers that the chemical agents in the finished product do not exceed REACH values.



## China update

### **The 16th China Suning Fur Culture Expo**

The 16th China Suning Fur Culture Expo was held on 28th, Oct. in Suning, Hebei Province in China. The expo was sponsored by the China Leather Industry Association, China Animal Byproduct Marketing Association, Young Entrepreneur Fur Committee and Hebei Fur Industry Association, and it is organized by Suning Fur and Leather Association and Huasi Holding Company Limited. The expo got support from International Fur Federation and China Light Industry Association.

Mr. Johannes Manakas, chairman of IFF, Mr. Li Yuzhong, Director General of China Leather Industry Association, Mr. Pan Zhongshu, President of China Animal-Byproduct Marketing Association and Mr. Mike He, Chairman of Young Entrepreneur Fur Committee attended the opening ceremony together with representatives from fur auction houses, famous fur companies, leaders from the Hebei provincial government, and other leaders of relevant Industry Associations. More than 800 guests attended this event representing the fur chain of farming, dying, manufacturing, retailing and media.

In the afternoon of the 28th, the International Fur Trade Summit Forum themed as New Trend and New Opportunities was held. The forum was organized by the sub-sections of International Fur Trade and China Fur Market. Experts from around the world were invited to the forum to discuss the status and development of the international fur trade.

Mr. Manakas introduced the latest trends of the international fur trade and IFF's exploring of new markets. He expressed confidence and a positive attitude to the fur trade. He also introduced the new situation and changes to the international fur market. Representatives from the fur auction houses and Hong Kong fur companies expressed their opinion on the new model and changes of fur auction, and the importance of crossover, integration and cooperation.

In this expo, 13 companies made contracts and the amount of investment amounted to 2.5 billion Yuan.

### **The 6th China Fur Industry Joint-Meeting**

The 6th China Fur Industry Joint-Meeting & 2016 Annual General Meeting of China Fur Commission and Fur Animal Breeding Commission of CLIA was held on 27th, Oct. in Suning, Hebei Province in China. This meeting was sponsored by China Fur Commission and Fur Animal Breeding Commission of CLIA and was organized by Suning Fur & Leather Association and Huasi Holding Company Limited.

During this meeting, relevant policies were reported and industry data was released. There were also discussions of domestic and international market information and pragmatic and efficient project coordination. The aim was to build an information sharing platform for the whole industry chain, and to promote sustainable development of the industry.

Nearly 400 people all from the fur industry participated in this Joint-Meeting.

### **Dancing with the Dragon - SAGA FURS 30th Anniversary in China**

To commemorate Saga Furs being in China 30 years, Saga Furs combined with HAZE and JAMES, Brandon Sun, Dai-Ichi Madam, Enaga, Michelle Fur, Crystoline, Shulan, Yingdak and other partners together, with the Saga Furs Design Centre together held a landmark fashion show in the China International Fashion week in Beijing in November 1st, 2016

### **Annual Meeting of China International Fur Industry**

On November 6-8th, "2016 Annual Meeting of China International Fur Industry" was held in Nanjing - Jiangsu province. The annual meeting was co-sponsored by CFNA, Copenhagen fur and Lu Kou Street Office of Jiang Ning District Nanjing People's Government.

The Annual Meeting this year focused on "fur production" and "fur market", interpretation of the Russian fur electronic labels and customs clearance. International fur auction houses had analyzed the global fur supply of 2016 and 2017 fur raw material market trends and Lu kou Street Office introduced the fur industry development of Fur town.

# Africa update

## Namibia

### **Kopenhagen Fur and Danish mink farmers continue to invest in the welfare of Namibian children**

“I am personally elated by the development achieved at the kindergarten schools in Katutura. They have drastically changed, comparing to when we first visited some 10 years ago. The kids are happy and full of energy, the teachers are actively involved and the infrastructure is conducive for learning.” These were the remarks made by Mr Torben Nielsen, former CEO of Kopenhagen Fur and founder of the Namibian pre-primary school support project. He was accompanied by a delegation from Denmark, consisting of Kopenhagen Fur employees and Danish mink producers who visited kindergartens in Katutura, Windhoek’s informal settlement.

Mr Nielsen first got in touch with the poor living conditions of the Katutura pre-primary children when he visited the areas in 2006. He was touched by the poor standard of living and immediately pledged to support the future leaders of tomorrow. The project is sustained by voluntary contributions made by Kopenhagen Fur employees and Danish farmers who donate mink skins to be auctioned on behalf of the project. To date, the project has invested N\$ 7.5 million (DKK 3.62 million) benefiting more than 50 kindergartens. The funds are administered by the Step out of Poverty through Education, Encouragement and Support (SPES) Charity Organisation.

The project leader from Kopenhagen Fur, Ms Inge Østermand said: “Over the past 10 years more than 50 schools benefitted from the project. This year alone, 32 kindergartens were supported by the project.” She continued by explaining what the funds are used for as she said: “The money donated is invested in the welfare of the Namibian pre-primary schools. Children now get one meal per day, their teachers are trained and mentors are appointed for support. Furthermore, the money is used for construction of classrooms and ablution facilities, furniture like chairs and tables, teaching materials and excursions with the children e.g. trips to Swakopmund and other parts of the country.”

Apart from visiting the kindergartens, the delegation also paid a visit to Agra Hyper, the Pelt Centre and to a Swakara farm TIVOLI near Ulhenhorst. They were impressed by Swakara’s high farming standards.



# INTERNATIONAL NEWS



Miriana and Henrik Svendsen (mink farmers),  
Iris Ebbesen (employee KF), Henrich Darlev (employee KF)  
and Arnold Klein, Agra's CEO.



Fiina Martin, headmaster of Maria Pre-School handed over a gift of appreciation to  
Torben Nielsen, retired KF CEO and founder of the Namibian pre-schools support  
project.

# Alessandra Dagnino



## 1. What is the most inspirational thing you are working on at the moment, and how are you making it happen?

In this moment, the most inspirational thing I'm working on is the project to create a strong network of the different associations representing the entire value chain of the fashion system in Italy. The project, wished for and encouraged by the Italian Government, is, in my opinion, exactly what is absolutely necessary for the fur trade. We are a highly qualified and specialized sector, but we haven't enough strength to stay alone in a world that is dramatically changing, at economic, social and cultural levels. Exchanging experiences and sharing projects with other industries, much bigger than ours, is really interesting and stimulating, but it's a big challenge as well. Shall we be able to keep pace with them in order to stay together, but under the same conditions and rights being equal? We have to, no way out. This is really inspirational.

## 2. What gets you out of bed in the morning?

A huge, warm, cup of black coffee...just to start. Then, the fact that everyday there is something new and unexpected, that waits for me outside my door.

## 3. What kind of person would succeed in the fur trade?

In my opinion should be an open-minded person, really expert in the trade, in the product and in the different aspects of the entire value chain, but with a good knowledge of fashion items production and distribution as well. A person that understands the importance to evolve from an artisan company to a modern, organized and professional one.

## 4. Could you tell about your experiences with MIFUR and TheOneMilano.

Creating Mifur has been a really exciting experience: the Associazione Italiana Pellicceria decided to take upon itself the organization of the Italian fur fair, when the former organizer decided to move it to Lausanne for economic reasons. In those times, the Association had a very strong manufacturing sector to defend and promote and facts immediately demonstrated that its choice was the right one. Mifur, owned by the Association that reinvested all profits in his development, grew rapidly and steadily for many years. We had to face important anti-fur demonstrations and some political opposition, as well, but the strength of the trade, an intense lobbying activity and

a good management of the fair secured the success. Now, after twenty really exciting years, it's time for another challenge: the economic and political situation is completely different; the international scenario changed dramatically and is much more unstable; the fur trade itself is no longer the same. Fur products are more and more distributed through non specialized channels; our retailers are suffering and our best manufacturers produce to a larger extent for the International Fashion Houses. The Fair, to be a profitable experience for exhibitors and buyers, has to change as well: Mifur. thanks to

an agreement with Fiera Milano, will manage its fashion fair Milano- Pret-à-Porter (MIPAP) for ten years. Mifur and Mipap, therefore, merge into a new fair, The One Milano, scheduled at Fiera Milano City twice a year: in February and in September during Milano Fashion Week. It means that our Fair will take place during the Fashion Shows, when the most important international fashion buyers are in Milano. Let's say that The One Milano is the logical outcome of the process our trade is

going through in these years: fur is a fashion product, with its peculiar characteristics - that have to be obviously safeguarded – as it happens for cotton, silk, wool etc., but is part of the fashion system and it is incredibly important that public opinion, politicians and media understand it very quickly.

## **5. At what point might you feel you have met a success?**

Working for the fur trade, for many years I felt we have met a success when the antis got particularly angry and aggressive: the more aggressive they were, the bigger the success...

## **6. What was the best advice anyone gave you and did you follow it?**

“  
Choose the  
real life, it's much  
more exciting than  
archives.”

To be honest, in my life I received many good advices, and followed only a part of them... One came from my husband: when I had the opportunity to work for the fur trade, I was involved in some research projects for my University. I always thought University would have been my future, but my husband told me: choose the real life, it's much more exciting than archives. I did it. Was it a good advice? For the time being, yes.

## **7. What do you think are fur industry's biggest challenges?**

The biggest one, in my opinion, it is succeed in finding a new image for the product and, consequently for itself. It is the most difficult thing to do: as long as fur is perceived as a useless and cruel luxury product we are in deep trouble. We are constantly looking for new markets, were newly rich people may appreciate fur: as these markets grow, together with a better life-style and welfare, antis' issues arrive, as well, and some people, in general the richest ones, start to disregard our product.

We move to other markets and we save our business, but this idea that there is something wrong with our trade is constantly spreading. What we need is a different cultural attitude towards fur: it is a huge challenge, but luckily we are not alone. Thanks to animal rights activists agenda, many other sectors are affected and want to react.

## **8. What inspired you to start working in fur fashion?**

I started working in fur fashion by chance, as sometimes happens in life. I didn't know much of it, but what immediately made a big impression on me was the high level of international connections of the trade and the importance of its traditions, very often neglected by furriers as well. It is a fascinating, mostly unknown, world with a really high potential.

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