

Launch issue 2016

**Auction
Calendar
2016-2017**

**The new CEO of
Kopenhagen Fur**

**Spring / Summer
fashion profile**

**Traceability
discussion**

**The Real Face
of Animal Rights:**

All that you need to know and
more...

INTERNATIONAL

FUR TIMES

FUR FEDERATION

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Membership NEWS

The New CEO of Copenhagen Fur brings experience to the table

by Heidi Cecilie Lorvik

Since 1 April, Jesper Uggerhøj has been the new CEO of Copenhagen Fur. The new man in charge of the world's largest fur auction house has held several senior appointments in large Danish corporations where he has demonstrated his skills.

A simple Google search of Jesper shows several articles about Copenhagen Fur's new CEO on major finance websites.

"At the age of 46, Jesper Uggerhøj has a top position and a career most people only dare to dream of achieving".

In addition,



"2013 marked Uggerhøj's first complete financial year as Managing Director and he has led Irma safely through the year and delivers the best result in the company's 127 year old history".

Manager of Coop, Irma's parent company, commented on Jesper Uggerhøj's decision to move from Irma to Copenhagen Fur:

"It is a damn shame, but that is the way it works. Talented people are on loan".

More on p.21

IFF CEO Comments

Welcome to our new magazine. We aim to give you news and features from the world of fur around the globe so I hope you enjoy. One of my priorities for many years has been to try and reduce the level of luxury tax the fur trade pays into China. Last year we managed to get a small reduction but its still too high. With the support of Kelly Xu and our members in China and Hong Kong we have submitted a 20 page document into the China authorities pushing for a standard 5% tariff on all fur types. We think this is good for China as more skins will enter the country to be manufactured, its good for the rest of the trade as it will reduce costs and it would be a big step in the direction of free and fair trade- something we all support. Its a classic win win win- so lets hope we get a positive response.

Enjoy the magazine and I hope to see many of you at our AGM in Athens.

Best

Mark

A handwritten signature in black ink that reads "Max Oote". The signature is written in a cursive style and is enclosed in a simple black rectangular box.



Fur Times . 2

Fur Fashion NEWS

A SNEAK PEEK FROM

NEW YORK
FASHION
WEEK

(7/09/2016

-
15/09/2016)

The Spring/Summer fashion season has started and was full of fur with 9% of collections featuring fur. Designers are making their own rules and experimenting with a number of different formats including the adaptation of the “See Now, Buy Now” strategy. This has resulted in some designers presenting Fall 2016 collections within this cycle. With rumours flying everywhere with what to expect, there was no better place than New York to kick everything off.

It certainly didn't disappoint. The trend of summer furs has increased through the years and New York was no exception. Here are a few of our favourite picks from NYFW.

Tom Ford

Along with Burberry and Tommy Hilfiger, one of the first designers to ditch the fashion show business model and implement today's “See Now, Buy Now” campaign is Tom Ford. Instead of presenting next season's fashion, he showed off an Autumn/Winter collection that hit shelves the next day.

The collection included a mix of both

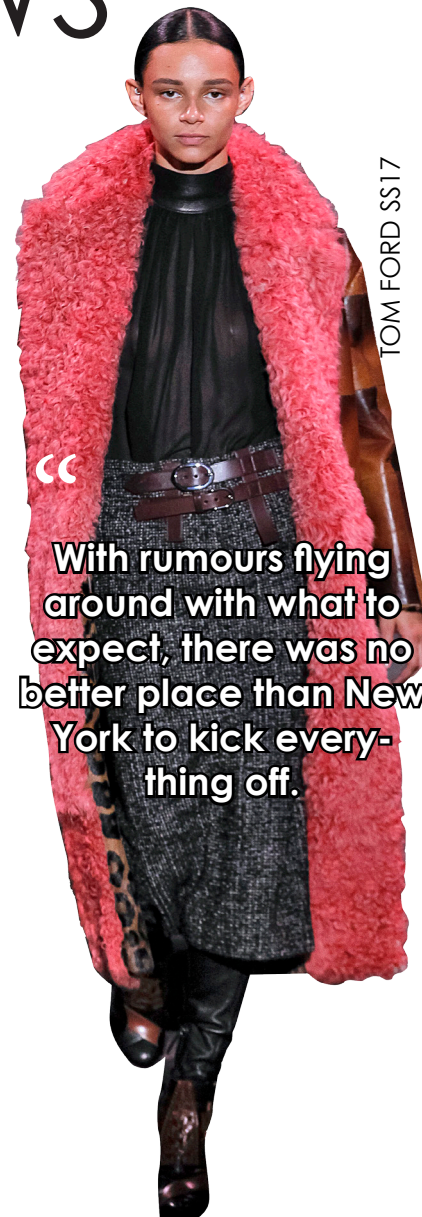
women's and menswear with designers producing practical pieces with leathers, velvets and coloured furs, as well as heavy coats perfect for colder weather.

Libertine

Johnson Hartig's Libertine spring/summer 2016 show featured a variety of eye-catching pieces and 80s-inspired garments. A number of show-stopping furs and embellished coats strutted down the runway, provoking jealousy, awe, and excitement in audience members preparing for the collection to hit the stores in 2017.

Proenza Schouler

“It was a mix of things, a collage of ideas. We wanted to be very spontaneous so there was no concrete inspiration.” This was how Jack McCollough summed up the latest Proenza Schouler collection. The overlay of colour, which the label wanted to bring back, played out in broken stripes and intarsia furs for elegant coats.



“With rumours flying around with what to expect, there was no better place than New York to kick everything off.”

Dennis Basso

Dennis Basso presented a fresh look collection to conjure his vision of the modern globetrotting woman. The colour palette was dominated with white and Basso showed off a few of his fur collections; a white sable and chiffon jacket amazed onlookers along the runway at The Arc in Manhattan. Incorporating fur into a Spring/Summer collection is more popular than ever, but Basso did it brilliantly.



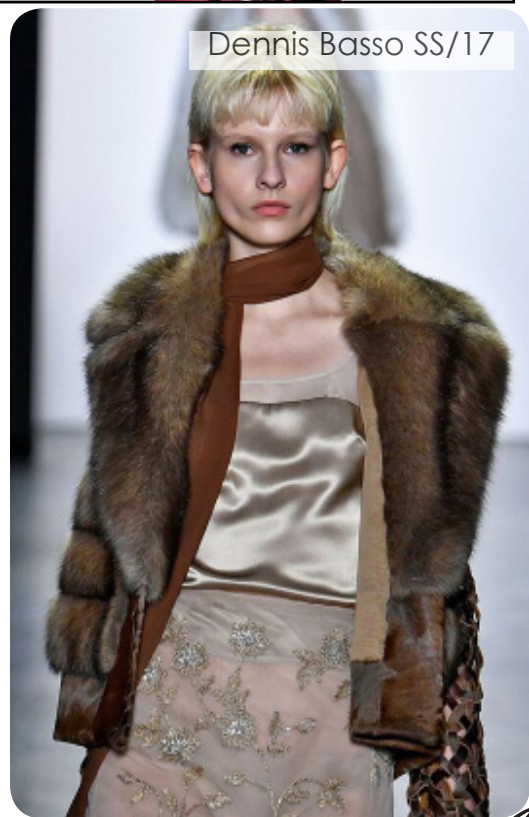
Dennis Basso SS/17



Libertine SS/17



Proenza Schouler SS/17



Dennis Basso SS/17

London Fashion Week

(16/09/16

—

20/09/16)



London Fashion Week always tends to be quiet on the fur fashion side (5% of collections featuring fur), but nonetheless the material still made an appearance in a number of designers shows across the week. Most notably it was two Christopher's who delivered some great designs with fur.

Christopher Kane's RTW 2017 had a different take on the "See now, buy now" model, but fans will have to wait at least until next Spring to get their hands on the collection. The Scottish designer's show opened up with an intarsia (styling) fur coat with a vintage appeal. This theme carried on in the form of a fur skirt later on in the show.

Without mentioning the questionable crystal covered Crocs, the show proved that Kane's embellished dresses are still the sexiest around featuring a number of overpowering prints that were similar to emotions and sketched out squiggles. The addition of floral prints for spring never gets old and will surely be a huge success when the garments hit the stores next year.

Burberry's Christopher Bailey was also not messing around with the "See now, buy now" trend. A total collection of just over 80 looks was presented in the male and female categories and got viewers updating their fashion wish lists instantly. The craftsmanship of bows and rich patterns mixed in with bows of lace, gave an Elizabethan flair.

Stepping down as CEO has given Bailey a new creative energy. The collection was more varied, eclectic and charismatic than recent seasons, as if he had some time to focus solely on the designs. Gently sculptured shearling coats are a formality in the Burberry shows and they certainly didn't disappoint this season. The highlight was a navy shearling jacket with bell sleeves.



FUR NOW

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Milan Fashion Week

FUR FASHION

Milan Fashion Week holds a great respect towards the luxury fabrics, leathers and furs that have become part of their trademark through the years and this year's Spring/Summer 2017 was no exception (Fur featured in 19% of collections).

Here are a few of our standout designers who took centre stage through the week.

Gucci

Creative director Alessandro Michele added a personal touch to his bedazzling SS17 collection that took in a LA club culture, punk and gothic script to what he calls "quirky and fabulous."

The most personal touch in the collection were a series of prints from the work of artist Jayde Fish, who reinterpreted some favourite Gucci tropes such as the snake, monkey and even a portrait of Michele himself. This opportunity for Fish all came from her being spotted on Instagram and invited to decorate silk blouses and skirts. In a way this is a similar collaboration Michele had with Gucci Ghost last season.

With a range of very strong pieces from a windowpane double-breasted suit to a navy knight cardigan with matching pants, it was the extraordinary colours of fur that made us sit up and take in what was taking place.

(21/09/16

—

27/09/16)

Fendi

In a landmark year of celebrating the label's 90th anniversary, the Italian luxury house's Spring 17 RTW show was focused on accessories. The luxury market is all about the bespoke details and creating a look or owning something utterly unique. Fendi has been exceptionally nimble in that market.

The house was packed and the standing room atop was filled with onlookers. Those standing were not fortunate enough to see the elaborate detail present in the collection that was full of layering and feminine versus masculine contrasts.

There was an incredible array of fun furs in the form of coats and vests to the "must have" little fur floral bag decoration were on display with a wide variety of choices to choose your favourite. The bags were decorated with a clutter of fur emojis and rosette leather-covered straps, which can all be swapped and changed each season, this is where Fendi seizes its initiative in the season trends. The floral intarsia swing coat was pure spring fun and a striped jacket with button detail and intarsia mink bodice was genius.

No matter how far afield their name is known, Fendi Roma is emblazoned just

about everywhere – just in case any of us forget who rules the runway.

Blumarine

Italian fashion at its finest. That is how you would describe Blumarine's Spring 2017 collection, which certainly didn't disappoint with pieces of fabrics and textures taking centre stage on the fourth day of Milan Fashion Week.

Blumarine's Anna Molinari dedicated most of her women's spring/summer 2017 to designs in broderie anglaise and her shoes were decorated with raffia fringes. A designer note read "Surfaces get textural and tactile, opposing the delicate and the sturdy.. The crafty touch of raffia details and inlay works"

An unexpected inclusion to the show was the inclusion of a beautiful mink coat with taffeta plaid panels and dyed fox banding around the bodice.

Dsquared2

With a number of different schemes ranging through design labels, twins Dean and Dan Caten have announced they are merging their men and women's collection presentations together after their Spring 17 show in Milan.

The twins certainly deliver the unexpected looks for both genders and their creative explorations make the fashion weeks fun.



Gucci SS/17



Fendi SS/17



Dsquared2 SS/17



Blumarine SS/17

Paris Fashion Week

(27/09/16
–
05/10/16)

Rick Owens:

In a Paris fashion week where 10% of collections carried fur, Rick was a standart performer.

An intriguing location of a dark basement of the Palais de Tokyo for a spring collection might have surprised onlookers, however you are talking about Rick Owens here. A man who long ago was described as a goth designer, it was no surprise that the dark and misty tones would creep into Fashion Week.

When models descended down the staircase and stepped out onto the runway, immediately you could see it was actually more romance than goth. Halfway through the walk, the models would turn a sharp corner passing a bank of light, when all of a sudden colour would fade to black and all that was left was a silhouette.

Past pieces have tended to be less commercial, yet for SS17, the American designer delivered fluid looks with shifting volume, an excellent addition of mink detailing on some looks gave an extra rich depth and luxury.





FUR NOW

WEAREFUR.COM

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Fur Times . *10*

A close-up photograph of a fur garment, likely a coat or jacket, featuring a vibrant color gradient. The fur transitions from a bright yellow at the top to a deep purple at the bottom. The texture is dense and soft, with individual fibers clearly visible. The lighting is soft, highlighting the natural sheen of the fur.

IFF and Vogue Italia

*Future of Fur panel
during Milan Fashion
Week*



On the 26 September 2016 the International Fur Federation in partnership with Vogue Italia hosted a panel discussion at Milan Fashion Week to discuss the future of the fur industry. It was organised as part of the IFF's Business of Fur initiative, an advisory resource for fashion retailers that also provides information and support regarding the commercial opportunities of selling fur.

On the five-strong panel were some of the biggest names in fashion; Sara Maino, senior editor of Vogue Italia, Mark Oaten, CEO of IFF, Johannes Manakas, Chairman of IFF, Francesco Scognamiglio, international designer for the likes of Beyoncé, Jennifer Lopez and Rita Ora and leading buyer, Mario Dell'Oglio, President of Camera Italiana.

There was a lot of talk about how much men are wearing fur as well how fur has moved beyond cold weather to become an all season choice, thanks to new techniques that make it extremely lightweight. Innovation in techniques also means it's easier to experiment and the panel talked about some of the avant-garde designs that are really pushing boundaries.

Sara Maino commented that fur was increasingly seen across many of the shows, led by the likes of Alessandro Michele for Gucci who showed a new approach to the material. She also said that it's now easier than ever for young designers to work with fur as

Guest list
Harvey Nichols
Mitsui Int. Fashion
Riccardo Grassi
Lambert & Associate
Luisa Via Roma
Penelope
Riccardo Grassi
Incontro
Cortesi
Studio Avesani
So Milano
etc...

new techniques make it more affordable and versatile – it's not just about full fur any more.

IFF CEO Mark Oaten told the audience that the fur industry is currently working with brands to develop a new traceability and sustainability programme.

He also talked about changes in the trade.

“The fur industry is currently valued at more than \$30 billion. Achieving such worth hasn't happened without us putting a huge amount of effort into design, innovation and welfare, as well as making our industry relevant to a much broader range of consumers. New techniques mean that fur can be dyed into any colour



under the sun and can be mixed with different fabrics to achieve a garment that is gossamer light and perfect for warmer weather. However, we still have a long way to go to communicate how versatile fur is and how much we have achieved.”

Social media talking points

REAL FUR VS FAKE FUR

As you may be aware, most animal activist groups are pushing for fashion labels to stop using natural fur and replace it with fake fur.

While most labels agree that synthetic fur cannot reproduce the soft, natural and rich texture, some have given into the persistence of anti-fur groups and have withdrawn from using real fur e.g. Armani, Calvin Klein, Hugo Boss.

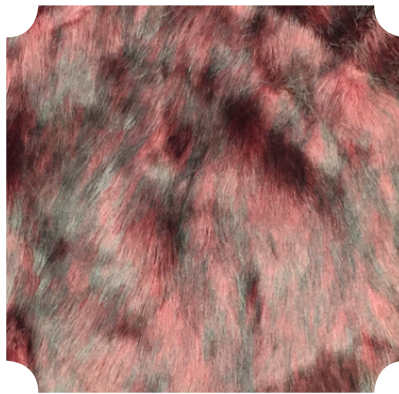
Use of fake fur, however, has long lasting damaging effects on the environment.

"Most fakes are made with petroleum, a non-renewable resource. Up to one gallon of petroleum is used to produce three synthetic jackets."

IFF website

In comparison, fur farming uses waste by-products from other industries to create a biodegradable final product. Fur from wild animal sources is a natural, renewable and sustainable resource. That means we only use part of what nature produces each year without depleting wildlife populations or damaging the natural habitats that sustains them. The goal is to maintain a long-term ecological balance.

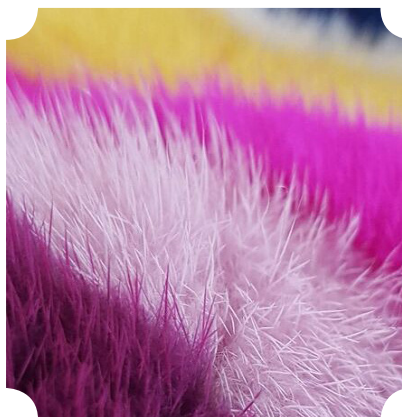
The IFF produced an independent Life Cycle Analysis (LCA) to enable its members to better understand the environmental impacts associated with each stage of fur production. The LCA involved a comparison with fake fur products, largely in response to claims that natural fur was not as "environmentally friendly."



Faux fur

KEY POINTS

To support the case that Real Fur is more environmentally friendly than Artificial Fur.



Real fur

1 Over the life-cycle of a natural and a fake fur coat, a fake fur coat results in about 20% greater consumption of non-renewable energy (e.g., oil, gas) and 17% more greenhouse gas emissions which are known to contribute to climate change.

2 Natural farmed fur is produced using by-products from agriculture as feed. Productive use of this waste reduces the overall impact on the environment. By-products from fur farming can then be used in other industries e.g fertilisers, biogas production etc.

3 Natural fur garments are often disassembled and the fur reused in new garments reducing the demand for production of new fur and yielding significant environmental benefits

If you have any questions or want to receive regular social media updates get in touch.



FUR NOW

THISISFURNOW.COM

News & Notes

Traceability discussions under way

The fur sector has been working towards higher standards over several decades and this has helped those major brands in luxury fashion to keep using our beautiful material. Their continued use of fur is important not just as a stream of revenue for all in the sector, but as a vote of confidence in the sustainability and future of our industry, not to mention the benefits of fur being promoted through their ad campaigns and social media accounts.

Over the past few years, IFF has started to play a more centralised role in this process by joining “Businesses for Social Responsibility” (BSR), a membership organisation dedicated to improving standards across many sectors. It was through this membership that IFF was able to secure a space for the many important stakeholders we represent to have a channel of communication directly to the major brands that use fur such as Burberry, Fendi, Louis Vuitton, Gucci, Prada etc.

The first meeting of this roundtable took place in the 2nd half of 2014 and there is now a healthy but frank dialogue between the industry representatives and the brands.

The main issues in the discussions are animal welfare, environmental impact and product safety and these have been agreed to be the focus of the discussions. Much of the work then relates to certification systems for fur farming, trapping and dressing and dying as well as the mechanisms required to provide traceability.



Vogue Arabia- 22nd edition of the world's famous magazine

Next spring Vogue Arabia will be launched in the Middle East just in time for the 125th anniversary of Vogue. It will be the 22nd edition of the world famous magazine. Already published in such countries as: United States, Britain, Russia, Japan, China, Mexico and others, the newest edition aims to promote women who struggle for a public voice in their often conservative society.

The Vogue Arabia magazine will also include the Fashion Fund, a competition for rising young designers. Past winners (like Phillip Lim and Alexander Wang) have re-

ceived prize packages of \$250,000, which went towards building a fashion brand and a name in the business.

The Arab edition of Vogue will first make its debut online in English and Arabic, with a print edition to follow in Spring 2017. Deena Aljuhani Abdulaziz, a Saudi fashion icon and newly appointed editor-in-chief of the magazine, wants the world to know that Arab women are no different than others around the globe. Her message is clear- all women must feel empowered and look beautiful.

Open Farm Initiative gaining popularity across Europe

Fur producing countries across Europe continue with their commitment to prove that fur animal farming is open and transparent. During 2016 a number of Open Farm events were organised as part of sector's efforts to challenge the prejudices and promote public acceptance. Farmers in Norway, Denmark, Lithuania and Romania and Sweden opened their farms for anyone interested to gain an insight into fur farming. By giving the visitors a tour of the farms, explaining how animals are taken care of, and allowing people to get as close to them as possible, (Continued p.16)

farmers are hoping to change the perspective of those who still have doubts about the fur industry.

The experience to see by their own eyes that the sector is transparent and well-regulated has had positive effect on people's attitude towards fur farming.

Following an open farm event in Romania, 95 % of visitors claimed they have improved their opinion about fur farming.

Lithuanian Fur Breeders Association (LFBA) also organised an Open Farm event on 15 September 2016 to raise more awareness about the European fur sector.

To understand more about the next open farm event, contact the national fur breeders' association in your country.

81st Thessaloniki International Fair of folk and industrial consumption

Within the framework of the Thessaloniki International Fair, a delegation from the Russian Fur Union took part in the largest ever Russian-Greek business forum, which took place from 9 to 11 September 2016 with the participation of the Deputy Prime Minister of the Russian Federation Arkady Dvorkovich, the Greek Prime Minister Alexis Tsipras and other dignitaries.

This year Russia - an honorary member country of the exhibition. After the official opening of the Russian pavilion, the Russian Fur Union and the Hellenic Fur Federation with the presence of the heads of the Russian and Greek governments took part in the ceremony signing bilateral agreements, providing for an exchange of experience in various areas of administration, production, trade and marketing of fur products.

In the framework of the program there were several events including a conference ("Russian-Greek Business Di-

alogue"), a forum ("A new impetus to trade and economic cooperation between Russia and Greece"), and a round table ("Doing Business with Russia.")



REMIX Applications Now Open

Last year's REMIX event, in partnership with Vogue Talents, was our most successful yet with a record number of applications and global press coverage from around the world. We are pleased to announce that the REMIX 2017 event will be taking part during the International Milan Fashion Week in the last week of February (Final dates will be confirmed).

REMIX is about finding the best designers from around the world to showcase their talents when working with fur and to promote their pure creativity before entering the commercial fashion industry. We hope that as many candidates enter this year's competition.

Member associations can enter up to three designers for the REMIX award, both Women and Menswear. If you would like to find out more on REMIX please visit our website.

www.wearefur.com

Fur Europe's Members Hub launched

A new internal website for the European fur sector – Members Hub – was launched in October. Members Hub is a key element in Fur Europe's new strategic focus on the increased national support, and the website supports the sharing of practices and knowledge from the culturally diverse European fur community. Besides a wide range of basic information, the Members Hub contains a database designed to secure EU funding for members, a number of relevant guidelines, all legislation in Europe applying to the fur sector and much more. The Members Hub will also be the starting point for the re-issuing of Fur Europe's newsletter, now with a setup based on areas of interest and timeliness. Finally, Fur Europe plans to host a number of webinars, still with a focus on increased capacity building and knowledge-sharing within the European fur sector. Members of the European fur community can apply for access through:

<https://members.fureurope.eu>

Launch of new 2016 Fur Now Campaign

On the September 24, 2016 the International Fur Federation (IFF) in collaboration with Vogue Italia launched its annual FUR NOW campaign. A large crowd of influential designers, journalists and bloggers came together for its showcase during Milan Fashion Week.

The “Fur Now” campaign featured a woman in a series of four different city landscapes showing key trends and designs: from glam to casual and sportswear. The aim of the campaign was to show that fur could be worn and styled in different ways: from a simple day-to-day look to an exclusive night/occasion wear.

With a clever twist, it is almost impossible to tell that throughout the whole campaign there is only one model featured. With the variety and versatility of the furs and the playfulness of the images it looks as if four different people have come together to make the sequence as stylish and diverse as it appears to the audience.

The Fur Now campaign will run across several channels including Vogue.com and WWD.com, complemented by social media advertising and activity across YouTube, Instagram and Facebook. Videos and photos from behind the scenes were also published daily across the IFF’s Instagram, Twitter and Facebook pages, offering the audience a unique insight into the fur fashion world. Posts focused on a close-up of each garment, capturing the beautiful movement of each fur piece.

At the time of going to print over two million had viewed the campaign online.

For those interested in the collection, the ThisIsFurNow website (www.thisisfurnow.com) features all the FUR NOW campaign assets, together with the full information on each outfit as well as the price.



The Real Faces of Animal Rights

www.therealfaceofanimalrights.com

NEWS AND NOTES

This new website aims to show the real face of these “activists” and their prioritisation of animals over humans, often espousing violence and cruelty towards people to achieve their stated aim of animal-human equality.

Beyond calling for bans they have often deliberately used threatening and violent behaviour and rhetoric to intimidate the general law-abiding public away from using animals and targeting those that make their living from animals in particular.

The new site will remind the public of these aggressive tactics that all too often cross the line into illegality. Arson, trespass, intimidation and threats are all too often deployed by these people in a way that underlines their position, not of concerned citizens or animal lovers, but of extremists. All in all they are guilty of a bizarre mix of disgusting behaviour and statements.

Among the many statements highlighted include several by PETA founder Ingrid Newkirk and noted talking-head Gary Youroufsky.

“Every woman ensconced in fur should endure a rape so vicious that it scars them forever. While every man entrenched in fur should suffer an anal raping so horrific that they become disembowelled.”

Gary Youroufsky (PETA)

One of the pieces of the website likely to attract most attention is a new video highlighting the hypocrisy and aggression of these individuals and groups.

At the same time the IFF team will also be offering regular updates on news and examples of AR groups and individuals exposing themselves as having extreme views or obviously putting their often ridiculous or manufactured concerns for animals over the health and wellbeing of honest, law-abiding people.

Regardless of what PETA, The HSUS, IFAW, Born Free, Bont voor Dieren or any other animal rights organisations say, the view they give the public and the truth are often quite far apart. The main aim of this new project is to try and bring those two things closer together so when people want to know about welfare, they don't go to those organisations that only see animal welfare as a tool for them to exploit for influence and revenue.

The ultimate goal of RealFacesofAnimalRights is to serve as a watchdog in the name of the public and to show the real side of animal rights activists as it is and not how they would like us to see them.

“Even if animal tests produced a cure for AIDS, we'd be against it.”

Ingrid Newkirk
(PETA)

IFF AGM

On the 21st of October 2016 IFF will host their AGM and Council at the

Divani Apollon hotel on the coast outside of Athen, Greece.

The evening before (20th) at the council dinner, awards for Lifetime Achievement, Fur Futures and Member of the Year will be handed out.

There will be a full program of speakers, side meetings and announcements

and we are very much looking forward to hosting you all there.

Among the

other events organized around this include a meeting of the IFF Executive board, IFF Americas board, the

Sustainable Use and Ecosystems Management group and numerous side meetings.

The speakers will include a research and security expert (speaking on animal rights), the Chairman of the Swakara Board of Namibia talking about their co-operation with their government, new info from the US Hollywood project, academic experts and updates from all 4 IFF regions.

On the 21st after the Council there will also be a series of short

workshops both to answer detailed questions in a more in-depth way and to give IFF members the opportunity to discuss things with the IFF team.

Masterclass on fur

In November at the Saint Petersburg State University of Industrial Technology and Design, will be hold a master class on the use of modern technologies in the field of design and tailoring of fur garments, with the participation of Russian (Igor Gulyaev, Sergey Efremov) and foreign designers, experts of the international auctions NAFA (Canada) and Saga Furs (Finland). During the master class, specialists will talk about the specifics of their work and personal experience in the design and construction of fur garments. Workshop participants will learn first hand the tricks of the trade

and success of the famous couturiers.

In the practical part of the workshop participants will find out about the latest technologies for processing fur and tailoring of fur products and participate in the discussions.

www.wearefur.com



ASIA UPDATE

Beijing International Fur Fashion Fair (BEIJING FUR) 2017

With the theme of "RE-NEW", Beijing Int'l Fur Fashion Fair (BEIJING FUR) 2017 will be held in May 15-17, 2017 at the National Agricultural Exhibition Center in Beijing, China. Based on the success of BEIJING FUR 2016, CFNA began to invite enterprises and exhibitors to participate in this exhibition.

IFF International Design Competition China REMIX Selection 2017

The 13th China International Youth Fur Fashion Design Competition -REMIX China Selection 2017 has begun its contribution work in China. They are collecting design works until October 26, 2016. The final competition will be held in January 12, 2017.

The 1st Chinese Asia Fur Trade Fair in Dalian

The 1st Chinese Asia Fur Trade Fair in Dalian was Held during September 19-22, 2016. The exhibition area was up to 5 thousand square meters, there was a total of 78 brands in the International and Chinese exhibition areas. Hongkong, Taiwan, Denmark, Finland, The United States, Canada, Turkey and South Korea participated in the exhibition. There was also a Fur industry development forum.

VOGUE'S USA
September
2016
Edition From Fur Insider

If you even consider yourself an “in the know” fashion lover, then you must know about the importance that Vogue’s September issue holds within the fashion realm. Playfully referred to as “The bible” it is the thick, weighty glossy that women will carry around like a fashion accessory. Every advertiser, brand, and designer of fashion and elevated lifestyle-related product stashes away a chunk of their advertising dollars to secure a spot in this one edition which resembles a coffee table book of sorts. In this 800 page September 2016 issue the fall season is called the “dream season” by Vogue, and readers are treated to endless pages from which to dream and plan their fall 2016 wardrobe.

Naturally the buzz surrounding this highly anticipated issue is always about who will be on the cover. Surprisingly/not surprisingly, depending on how you look at it, this year’s fashion crown was passed to none other than “it girl” Kendall Jenner. This marked the young model’s first Vogue US cover ever and she enthusiastically Tweeted, Instagrammed and shared it with her fully engaged followers.

Kendall’s cover position has generated both buzz and controversy. Reviews are mixed and some die-hard Vogue reads see this latest cover queen as a low brow move on the part of the magazine to secure ratings and promotion. Some are downright offended that anything “Kardashian” would ever be considered high-style, or worthy enough to grace the pages of what has tradition-

Regional News

4.000 European fur farms to be WelFur certified by 2020

A milestone in European fur history has been reached. On 26 August, a united Fur Europe board representing both farming and trade took the important and far-reaching decision to confirm the implementation of the animal welfare assessment system WelFur. The implementation begins in January 2017, and the ambitious objective is to certify each of Europe’s 4.000 mink and fox farms in the course of three years. WelFur certified skins will be offered at European fur auction houses by December 2018.

A full WelFur certification requires three assessments. Fur Europe will - backed by specific funding raised through the auction houses - finance the majority of the WelFur certification costs, while the farmer’s share of the costs make up 200 euro per assessment if the farmer delivers skins to auction houses.

An accredited inspection body will be appointed as the independent third party assessment company.

An implementation plan is now underway, and Fur Europe looks forward to cooperating with the national fur breeders’ associations on the planning and implementation of WelFur. More detailed information on these next steps will follow.

A prerequisite to becoming WelFur certified is that mink and fox farms follow the Council of Europe’s recommendation concerning fur animals, which includes compliance with the recommended cage sizes (please see the attached additional information).

“Certifying 4.000 fur farms in only three years is a breath-taking project, but it reflects the ambitions we have in the European fur family. No animal sector in the world has been as serious on animal welfare standards as we have with WelFur. The decision by Fur Europe’s board marks a historical milestone that will benefit farmers, retailers and consumers alike. It is quite outstanding, we have reason to be proud and optimistic,” says Kenneth Ingman, Chairman of Fur Europe.

ally been deemed the pinnacle of style. Love it or hate it, the editorial feature of Kendall is stunning in its simplicity

The new CEO of Copenhagen Fur brings experience to the table

contd. from page 2

Jesper Uggerhøj's resumé testifies that he is an entrepreneurial man with a well-developed sense of business. Born and raised in Northern Jutland, his career brought him to the capital, where he was offered a job at Arla Foods, an international cooperative like Copenhagen Fur. Jesper Uggerhøj soon advanced in the company and Copenhagen was substituted for Saudi Arabia and Greece, with positions such as Head of Export and later Sales and Marketing Manager in the dairy company owned by the farmers.

In 2004, he started work at the confectionery company, Toms. A household name in Denmark.

A focus on quality goods and service has always been important to Jesper Uggerhøj and it has characterized his career choices.

“- I believe that being the CEO of Copenhagen Fur requires an understanding of how to be a good merchant. In the jobs that I previously held, it has always been of great importance to be in sync with our customers or suppliers. In addition to this, being the CEO of Copenhagen Fur also means being a ambassador for the fur trade – both at home and abroad, working to secure the best business conditions for our farmers. I have previously held positions that now give me a good understanding of our entire value chain: from skin supplier to skin buyer to



manufacturer to the end-users”, says Jesper Uggerhøj.

Appreciates a good challenge

According to Jesper, Copenhagen Fur is a large company that is of great value to Danish society. It is also an interesting company because it is international and has a full value chain. The fact that we are skilled is also tremendously important. The way I see it, a key component in the success behind Copenhagen Fur is our employees' ability to work across their areas of responsibilities. Whether these are sales, mink breeding, fashion etc., they come together and work as a team. Another thing I find interesting are the difficulties. We experience more resistance compared with other trades and I like

a little bit of headwind occasionally. Now, farmers face challenges with the lowered skin prices and a passing case of Aleutian Disease on some of the Danish farms.

He experienced a hectic start as CEO. Prior to his first workday at his office in Glostrup, he travelled to China and began his first days in his new position seeing a key export market for the company.

-It was truly exciting to see and experience that market. There can be no doubt that Copenhagen Fur has a major presence in China and they respect the way we run our business.

There is a lot of talk of China being one large market and many raw skins are shipped to China where they are used for fur garments for the Chinese consumers. However, it is also worth mentioning that a lot of the fur garments produced in China are sold in other countries. China is a key market and we have to work to ensure it remains a key market.

“The most important thing for me now is to increase my knowledge of the company; our farmers and our customers and our trade as a whole “

FUR CALENDAR

Upcoming fashion events: October-November 2016

November 8-10 2016 Mare di Moda Cannes (France)
November 30- December 2, 2016 FFA NY, NY Shoe Expo (USA)
December 2-6, 2016 Clothes Show Live Birmingham, (UK)
November 7-9 Fashion week (Tokyo)

Kopenhagen Fur Auction

Between the 9th and 15th of September, just over 4 million skins were put up for sale at the Kopenhagen Fur September auction at their facility in Glostrup. This late season auction often has many lower quality pelts and breeders up for sale, but there were some higher quality offerings also that strongly reinforced the thesis that the price of mink is once again on the rise.

Clearances across all types of mink were extremely high with most completely sold and only a few slight exceptions (though nothing below 90%).

The top lot overall was a lot of White Velvet Males that were sold at the price of € 137 per pelt and across the board there were modest increases in prices, suggesting a mix of value seekers and a confirmation of the recovery of the market.

Of the various well-represented brown types, Brown Velvet males sold at a higher premium than did all the rest with an average price close to of €44.

As well as mink there were smaller amounts of other types of fur on offer including Swakara, where white remained by far the most in-demand colour selling at double the average price achieved by the more common black type. All sold 100%. A small amount of varied foxes all sold well but the chinchilla and seal offerings both experienced lower clearances.

Next Kopenhagen Fur auction is in January 2017 with inspection from 5th -7th and sales 8th-11th

Saga Furs Auction

The recent auction at Saga furs in Finland portrayed a welcome snapshot of high clearances and modest but broad price increases on all fur types.

Worth noting is 3 million mink were offered and clearances were at or close to 100% for almost all types. Black males were up 15% compared to March and Mahogany males increased 10%.

Average prices for both Blue and Silver Fox were broadly in-line with the prices set in the June auction but clearances were strong with 100% in almost every case. The Top lot of Blue Fox was bought by Shin Kosmisch Industries Ltd. for Royal Gift for the impressive price of €440.

Blue Shadow Fox advanced 10% on average from the June auction. Sales overall reached close to €126 million with more than half of the 600 customers attending from China. Finn raccoon also cleared 100% at firm prices.

The next Saga auction will be in December, inspection 16th -18 th and sale 19th -21.

2016-2017 Fur Auction Calendar

December 2016

Sojuzpushnina
Inspection
Dec 13 Dec 15
Sales
Dec 15

Saga
Inspection
Dec 16 - 18
Sales
Dec 19 - 21

January 2017

Kopenhagen Fur
Inspection
January 5 - 7
Sales
January 8 - 11

Fur Harvesters
(North Bay, Ontario, Canada)

Sales
Jan 16

Sojuzpushnina
Inspection
Jan 25 - 28
Sales
Jan 29 - 31

February 2017

NAFA
Inspection
Feb 4 - 8
Sales
Feb 9 - 14

Kopenhagen Fur
Inspection
Feb 16 - 21
Sales
Feb 22 - 28

March 2017

Saga/ALC/Fur
Harvesters

Inspection
Feb 27 - Mar 4
Sales
Mar 5 - 15

April 2017

Sojuzpushnina
Inspection
Apr 19 - 22
Sales
Apr 22 - 24

Kopenhagen Fur
Inspection
Apr 18 - 24
Sales
Apr 25 - May 2

May 2017

NAFA
Inspection
May 3 - 7
Sales
May 8 - 15

Fur
Harvesters (North Bay, Ontario, Canada)

Sales
May 17-18

June 2017

SAGA/ALC
Inspection
May 27 - June 5
Selling
June 6 - 16

Kopenhagen Fur
Inspection
June 15 - 21
Sales
June 22 - 30

July 2017

NAFA
Inspection
July 1 - 5
Sales
July 6 - 10



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