

NATURAL FUR

THE
RESPONSIBLE
CHOICE

WEAREFUR.COM

Natural Fur generates millions of jobs; from farming in rural communities to design and skilled craftsmen in fashion cities across the globe

- Over one million skilled men are part of the fur industry today.
- Today's fur retail value equates to over 30 Billion USD worldwide.

Natural fur is a clean, sustainable fashion material with less impact on landfills and oceans than plastic fur

- It is completely biodegradable.
- It is sustainable at every stage of its production.
- It lasts for decades if professionally cared for, unlike chemical-based fake fur that ends up in landfill sites often after a single season.
- Fur farmed animals eat waste bio-materials, usually remnants from food production (e.g fish and meat).
- Fur farming waste is turned into useful products such as bio fuels or fertilisers.
- Wild fur is a recognised and widespread aid to wildlife management.
- Dressing processes meet the highest environment standards.

The fur sector is responsible and highly regulated with welfare and sustainability at the core of its operations

- Fur farms are highly regulated by both government and industry standards.
- The Fur trade is developing a global standard called FURMARK which covers the various certification programs including Welfur in Europe, American/Canadian standards, wild fur and dressing and dying.
- These standards are based on the principle of independent science inspection and public reporting.

Natural fur is a contemporary material with rich heritage that appeals to designers and consumers of all ages

- Over 64% of the most recent Autumn Winter 2018 catwalks in New York, Milan, Paris and London have showed fur, with brands such as Alexander Wang, Oscar De La Renta, Dolce & Gabbana, Fendi, Moncler, Roberto Cavalli, Balmain, Dior and Valentino amongst others leading the way.
- The fur industry hosts a yearly global list of educational and training courses and programs to support the youth fur generation, including summer schools and global competitions such as Imagine Talents and REMIX supported by Vogue Talents.