

NATURAL FUR ON AW19 CATWALKS

Fashion month concluded in Paris with a number of fashion houses showing fur. Fur was on the catwalk in each of the world's four fashion capitals, see below a list of brands that showed fur (including shearling) during fashion month.

NEW YORK

PHILIP LIM
ADEAM
AREA
BIBHU MOHAPATRA
BILLIONAIRE
CLAUDIA LI
COACH 1941
CUSHNIE
DENNIS BASSO
J MENDEL
LA QUAN SMITH
LONGCHAMP
LUAR
MARYAM NASSIR ZADEH
MICHAEL KORS
NEGRIS LE BRUM
OPENING CEREMONY
OSCAR DE LA RENTA
PHILIPP PLEIN
PROENZA SCHOULER
SALLY LAPOINTE
THE ROW
TOM FORD
TORY BURCH
ULLA JOHNSON
VIVENNE HU

LONDON

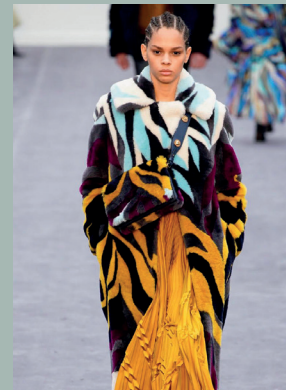
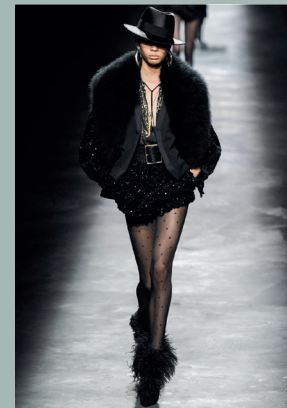
ASTRID ANDERSEN
BORA AKSU
CHRISTOPHER KANE
EDWARD CRUTCHLEY
MARGARET HOWELL
MARK KATRANTZOU

PARIS

AKRIS
ALTUZARRA
ANN DEMEULEMEESTER
ANTON BELINSKIY
CHANEL
CHLOË
DIOR
DROME
CIAMBATTISTA VALLI
GUY LAROCHE
HERMES
ISABEL MARANT
LANVIN
LEONARD PARIS
LOEWE
LOUIS VUITTON
MIU MIU
OSCAR OWENS
SAINT LAURENT
SHIATZYCHEN
THOM BROWNE
VALENTINO

MILAN

AIGNER
ALBERTA FERRETTI
ALBERTO ZAMBELLI
BLUMARINE
CALCATERRA
CIVIDINI
CRISTIANO BURANI
FENDI
GABRIELE COLANGELO
GENNY
ROBERTO CAVALLI
SIMONETTA RAVIZZA
TOD'S

Blumarine
AW19 MFWRoberto Cavalli
AW19 MFWMiu Miu
AW19 PFWDior
AW19 PFWOscar De La Renta
AW19 NYFWFendi
AW19 MFWValentino
AW19 PFWLanvin
AW19 PFWSaint Laurent
AW19 PFWLoewe
AW19 PFWThom Browne
AW19 PFWChloé
AW19 PFWOff-White
AW19 PFWLouis Vuitton
AW19 PFW

What is FURMARK?

The International Fur Federation (IFF), the global fur industry representative body, is in the process of developing FURMARK.

FURMARK, is an independent world-class, comprehensive certification and traceability program that covers sustainability, animal welfare and the dressing and dyeing of fur.

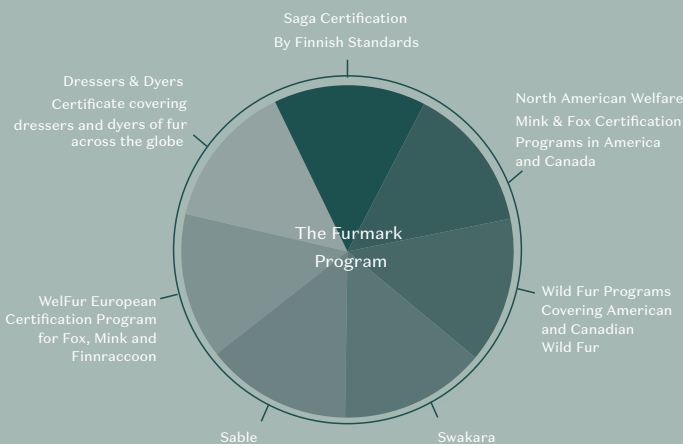
FURMARK is a guarantee of commitment to the highest sustainability standards and assurance that the fur industry is striving to further improve the sustainability of the sector.

FURMARK will be launched globally in 2020 and the IFF is currently establishing the infrastructure, protocols and partners to deliver the program. FURMARK covers all aspects of the fur trade and after 2020 FURMARK certified furs will be sold through the auction houses globally.

FURMARK is based on three key principles:

- 1. Science:** Certification programs and protocols are science based and will be approved by independent experts.
- 2. Independent inspection:** Verification systems at each stage of the supply chain will be conducted by independent third-party experts and publicly available.
- 3. Transparency:** Certification programs must meet national regulations and ISEAL's credibility principles

BY 2020, THE FURMARK PROGRAM WILL INCLUDE:



¹ International Social & Environmental Standards Accreditation & Labelling Alliance), the global membership association for credible sustainability standard's credibility principles.

FURMARK incorporates global animal welfare programs reflecting different fur species:

- WelFur
- SAGA Certification by Finnish Standards
- North American Farm-Raised
- North American Wild Fur
- Swakara
- Russian Sable

as well as the dressing and dyeing process.

A FURMARK approved dresser and dyer must satisfy three important criteria:

1. Declaration of approved FURMARK chemical use within specified facility validated by on-site audit.
2. Government oversight of environmental footprint of factory.
3. Laboratory verification to ensure safety of end product.

Traceability system

FURMARK will incorporate a sophisticated traceability system ensuring that certified skins sold through the five major auction houses are traceable throughout the supply chain.

In September 2018, the IFF commissioned independent traceability experts ChainPoint to take forward a pilot project with the five main auction houses.



ChainPoint
Traceability System will capture movements of FURMARK certified pelts through the supply chain

NEW RESEARCH SHOWS THAT FAKE FUR DOESN'T BIODEGRADE

A scientific study unveiled today shows that fake plastic fur, an increasingly popular fashion choice that has been extensively promoted by animal rights groups and adopted by consumers as a result, does not biodegrade at all.

It was carried out by independent experts from the Organic Waste Systems laboratory in Ghent, Belgium, a world-leading specialist in biodegradability and compostability. They examined how both real and fake fur degraded in conditions set up to mimic closed landfill conditions, the so-called 'anaerobic biodegradation'.

The tests also looked at the average biodegradation of a number of natural products and found that real fur degrades at the same rate as an oak or willow tree leaf.

According to the analysis, the natural fur samples biodegraded swiftly, starting to disintegrate within days as micro-organisms consumed the carbon inside the fur.

The fake fur, however, showed no biodegradation at all. According to the researchers, this was not unexpected due to the composition of the synthetic fibres.

In addition, synthetic fashion materials are known to break down into ever smaller pieces, eventually forming microplast fibres – a contributor to plastic pollution.

Commenting on the report's findings, Mark Oaten, CEO of the International Fur Federation, said: "Fake fur is simply another form of plastic. Frustratingly it has been promoted as the sustainable alternative to natural fur, but in reality it is highly polluting. An ethical stance concerned with the protection of individual animals is pointless if the ecosystem where the animals live is destroyed.

"If fashion brands really care about sustainability, they should understand that natural fur is less harmful than the plastic fake alternative when both are discarded to a landfill.

"Anybody who wants to support sustainable fashion should think about the long-term impact of their decisions. Plastic-based products will stay in landfills for decades, but natural fur begins to biodegrade within days."

The laboratory experiment is part of an independent scientific review of the environmental performance of the fur sector that covers the entire value chain from farm to the end consumer.

For further information, including a copy of the report, factsheet and accompanying video, please visit www.wearefur.com

EXCLUSIVE: FILM DENOUNCING FUR DEEMED "STAGED" BY IFF INVESTIGATORS

WWD PARIS SPECIAL EDITION
In Focus: Market Insights

EXCLUSIVE: Film Denouncing Fur Deemed 'Staged' by IFF Investigators

● The International Fur Federation described the 2009 video, which is used by anti-fur groups, as a "smuff film." sustainability and its use as a "freedom of choice" for designers and consumers alike. Fur industry stakeholders have also noted that many of the brands banning fur used little of it to begin with, describing the bans as "greenwashing." In addition, some of the pushed designers to drop fur." The IFF went on to note that the global fur industry "has proof that the barbaric and illegal act was staged in a deliberate attempt to disparage the industry. This proof includes..."

uncomfortable. It is something we regret." Ma said he worked as a skinner for years, and no one ever would "skin animals alive, and I've never seen anyone skin an animal alive." In his statement, Su said he has his boss, "and he wanted me to skin the animal alive, but I said it was too cruel, and how much pain would the raccoon feel. Ma said they'd give us a lot of money – so I did it. While I was skinning the raccoon, the woman was filming. The man went to another stall and was also filming." The man and woman described by Ma and Su were not identified. Nancy Daignault, vice president of the International Fur Federation, said the fur trade "uses third-party approved methods for euthanizing animals." "All methods are reviewed and approved by veterinary groups," Daignault explained. "One only has to apply logic to understand the risk it would pose of bites and scratches, not to mention disease to the person performing the act. And the fur, ripped and cut from the movement of the animal, would be worthless. This is not the practice within the fur industry and animal rights activists are aware of this. This is why they have had to stoop to encouraging the heinous treatment of animals and pay-offs to try to damage our industry. Now we have proof of the deceptive tactics of these groups that have misled legislators and designers." The anti-fur movement is decades old, and the IFF said it has relied on "factual misrepresentations, distorted or staged video footage and outright lies or inaccuracies." Daignault and the IFF described anti-fur campaigns as "loud and graphic and by-your-face. But the IFF said the anti-fur groups "are not winning in the court of public opinion. Consumers are buying fur." "When consumer research animal activists present, the cash register tells the true story," Daignault said. "If nobody's buying, the cash register will be telling

*As seen in WWD

Following a recent investigation in China, IFF have established that an animal rights film of an animal being skinned alive was setup. The story, now featured in WWD, shows that the Chinese traders were paid to skin the animal alive as part of a propaganda film for animal rights activists to use. Skinning alive never happens in the fur trade. It would be totally unacceptable, illegal and impossible for farmers. It is a myth, and as WWD reports, the IFF feels the animal right groups should stop this fake news.

ABOUT IFF

The International Fur Federation was established in 1949 and is the only organisation to represent the international fur industry and regulate its practices and trade. The federation promotes the business of fur, establishing certification and traceability programmes on welfare and the environment. It is also committed to supporting young designers and retailers who intend to go into fur and fashion.

The international Fur Federation represents 56 members associations in over 40 countries around the world. The members encompass all parts of the fur trade including farmers, trappers, dressers, manufacturers, brokers, auction houses, retailers and designers. Each of these members have signed a strict code of conduct committing them to upholding the industry-relevant laws they fall under in their home countries.

CONTACT US

info@iftf.com
www.wearefur.com