

For Immediate Release

New Vogue Fur Campaign Celebrates the Bright Future of Fur

Tuesday October 23, 2012 (West Hollywood, CA) – As a result of decades of ingenuity and technological advancements in fur manufacturing, the fur industry has seen a rapid increase in designers, now well over 500, choosing to utilize fur in their fall/winter and even spring/summer collections. To celebrate the growing number of fresh new talent choosing fur as a go-to *luxe* factor, the International Fur Trade Federation (ITFF) has launched a new fall ad campaign entitled “Luxury Reimagined.”

The international campaign, which will run exclusively in *Vogue*, will kick off in the U.S. in the November books and will run concurrently in *Vogue* UK, Germany, China, Russia, Spain and Italy. The captivating ‘Luxury Reimagined’ spread introduces readers to the season’s prominent trends in fur as conceived by some of today’s hottest young designers.

“The bold and innovative fur designs of these young designers confirms that fur is, and will continue to be a hot trend moving towards the future,” confirms Mark Oaten, chief executive officer, ITFF.

“Celebrated for its warmth and versatility, fur has been a fabric of choice for many fashion lovers’ winter wardrobes,” Mr. Oaten noted. “And, designers recognizing its creative flexibility have made it a key component of their luxury branding.”

About ITFF

Established in 1949, the International Fur Trade Federation is a federation of 42 national fur trade associations and organizations from 35 countries. Through its work and the activities of its members, ITFF seeks to protect fur trade interests and to promote innovation, high standards and a positive factual image of fur and the fur industry internationally.

The ITFF promotes strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. Members of the international fur trade do not handle any endangered species.

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