



NOT ALL FURS ARE CREATED EQUAL

Yu Yao City, China
November 29, 2008

NAFA REVEALS HIDDEN "TREASURES" IN YUYAO

One of the world's largest fur markets, China Fur City, which is located in Yu Yao City in Zhejiang Province, celebrated the first anniversary of its Grand Opening the weekend of 29-30 November 2008. NAFA, North American Fur Association, returned to co-sponsor a series of events.

The highlight of the festivities was the gala fur fashion show presented by NAFA the evening of November 29th. Due to popular demand, two shows were held to accommodate the more than 1,000 special guests. In addition to international and domestic fur trade members, local dignitaries and nationwide electronic media along with local newspapers and magazines were on hand for the sensational showing of fur garments.

China Fur City has over 100 retail outlets including many fur ateliers. The designs and quality of the fur garments here are one of China's yet to be discovered secrets. Through NAFA, six Chinese fur manufacturers had the opportunity to see their fine quality fur garments presented in a gala setting. NAFA is famous internationally as the resource for many of the world's finest fur skins. The NAFA family of labels includes Black NAFA, the most sought after label for natural black mink. NAFA Mink is the label used for superior quality ranch raised mink from North America; the NAFA Fox label represents ranch raised silver fox from Canada; and NAFA Northern designates fine quality skins in a variety of wild species.

The NAFA presentation included collections from Joy Angel, Oskardy, Shouwang, Jin Du, Meng Yi and Jasmine. Emphasis was on short stylish jackets in the season's most popular silhouettes. Black NAFA was the most popular color with the natural shades of mahogany and pastel as well as sapphire mink drawing applause from the crowd.

Mr. Herman Jansen, President & CEO of North American Fur Auctions along with Ms. Diane Benedetti, International Marketing Director of North American Fur Association were on stage to greet guests on this important occasion.

The finale of Black NAFA mink left no doubt in anyone's mind that this is truly the most beautiful of mink in the world.

Although it was late evening when the show finished, many Russian guests went back to the showrooms to see first hand the stunning garments that were presented during the evening.



Felix Rodionov, one of Ukraine's leading designers rocked the house with a modern and youthful collection in NAFA Northern Wild Fur jackets. He picked up another one of this year's major trends: fur accessories. Oversized Beaver bags and plenty of leather trim these pieces would be just as much at home on the runways of Paris and New York.

Furland, long known for her outstanding NAFA Hat collection included full ensembles. Her fisher hat and vest were fresh and young, as was her modern version of the poncho in NAFA Northern Raccoon.

Izzy Camilleri showed why she was Canada's designer of the year. Her NAFA Northern Coyote Vest and a classic NAFA Northern Sheared Beaver topper were refined and perfect urban wear.

Langiotti Furs provided women with many design options. The ease of the Blouson shape in NAFA mink were shown next to his beautiful hooded garments trimmed in luxurious NAFA Northern Lynx Cat.

Levinson Furs strong Black NAFA collection trimmed in NAFA Northern Lynx Cat focused on one of the strongest trends of the season: jackets.

Marco Varni confidently combined NAFA Silver Fox together with Black NAFA to create a sense of extravagance and Hollywood glamour. His little NAFA White Mink Jacket with crotched mink on cuffs was inspired design.

Obsession Furs by Giuli showcased the ultimate luxury combining the most luxurious NAFA Lynxcat, Black NAFA and over the top beading in a one of a kind fur garments. The Black NAFA Poncho with glittering fringe was another a crowd pleaser.

The Designer collections were clearly the beginning points for all of these collections including every one of these trends as well as many others that are sure to be seen in the fall of 2009.

Dennis Basso's ethnic –global look in NAFA Northern Raccoon and Coyote was striking as was Michael Kors very modern NAFA Sapphire Mink Tunic. The vest was a strong favorite of many designers including Badgley Mishka whose NAFA Gold Tipped Raccoon radiated cool chic.

NORTH AMERICAN FUR ASSOCIATION



Fur for indoor wear was another theme that repeated itself in a number of collections – Carolina Herrera's NAFA Northern Muskrat Shrug trimmed with knit and Izzy Camilleri exquisite NAFA Northern Sheared Muskrat and Lace sweater.

Emanuel Ungaro's collection showed an easy elegance with softly draped NAFA Sapphire Mink Jacket. Another very popular shape was the shrug, perfect for evening and day wear. While Zac Posen's very modern NAFA Northern Beaver carried on this elegant casual look.

Without a doubt Black continues to be a favourite for both day and evening wear. With so many beautiful garments to choose from, the Black NAFA Finale was a stunning culmination to an exciting look into this winter's best fur trends.

These collections highlighted the 2008 fur trends for the season, focusing on the most luxurious and feminine of all furs: NAFA. Under the NAFA family brand there are four quality labels: Black NAFA awarded only to a limited number of world's finest quality black mink skins with a short, silky nap and deep, dense underwool; NAFA Mink the designation used for ranch raised mink of other colors that offer superior quality; NAFA Northern representing an extensive collection of wild furs that meet high industry standards and NAFA Fox which identifies the finest ranch raised Canadian silver fox.

NORTH AMERICAN FUR ASSOCIATION