



NOT ALL FURS ARE CREATED EQUAL

Harbin, China
2008, October 1

OUR HERITAGE – OUR FUTURE

NAFA's third year of co-operation with Guifuren Fur Square in Harbin, China, was launched with a three-day event held September 29-30 and October 1st in the largest public square in the heart of the city. This co-incident with the National Holiday week so tens of thousands of consumers visited the area.

The theme of the event was "Our Heritage – Our Future" and was designed to put forth NAFA's background as the descendent of Hudson's Bay Trading Company and our current role as the largest resource for fur in North American and a guardian of the environment.

The large area allocated for our use was decorated in a Native North American Indian mode. Three tipis were built for use as dressing rooms for the fashion show and one additional for the public to experience. The backdrop for the stage was based on the look of a tipi as well.

The public tipi was furnished with a large polar bear rug, tribal blankets, musical instruments, a mandala and dream catcher. Close to the tipi was a copy of a totem pole and a replica of an aboriginal kayak.

For the first two days two models were dressed in native costumes. They were instant attractions with the general public and photos were taken in abundance. The goal was to communicate NAFA's heritage and our fur products as originating in Canada and the United States.

A coloring competition was set up for children with the drawings copied from coloring books depicting North American Indians and Aborigines. Children were awarded with balloons with the NAFA logo and small fur fobs.



The most important aspect of the daily activities was the NAFA Gallery. This consisted of six double-sided 2.5 meter long panels that featured text and photos telling the NAFA story. These were hung on rustic wooden poles and fit perfectly into the themed environment. Thousands of consumers strolled through the gallery learning about the importance of fur in environmental conservation. They were also able to learn about the processing of fur skins and the impact of fur on today's fashion.

The fashion show was the culmination of the three-day event and held the evening of October 1st. Hong Kong celebrity Rosamund Kwan was once again the guest model and appeared twice on the catwalk. The crowd on hand was well over 5,000 people and media representation included local and provincial television, all local newspapers, local fashion publications and news websites. VIPs included local dignitaries and fur association leaders from Hong Kong and China plus over 200 fur manufacturers, dealers and retailers in China.

The show itself continued the theme of Our Heritage – Our Future with models showcasing very fashionable furs but attired in fringed suede dresses and moccasins. The music was contemporary Native North American.