



NOT ALL FURS ARE CREATED EQUAL

November 23, 2008
Beijing, China

NAFA JOINS POLARDECK AT "TOP ESSENCE"

The Top Essence Luxury Brand exhibition returned to Beijing the weekend of November 22-23, 2008. The leading international brand products at the event included automobiles names Aston Martin, Ferrari and Lamborghini as well as top designers like Giorgio Armani and even the spirits of Hennessy XO. PolarDeck, China's premiere designer of fur home accessories, was joined by NAFA, North American Fur Association, for a special presentation on the main catwalk. NAFA's International Marketing Director, Ms. Diane Benedetti, opened the program with a brief introduction of NAFA and PolarDeck. NAFA, North American Fur Auctions, is the world's oldest fur company having been incorporated in 1670 under English rule in what is now Canada. The company, then known as Hudson's Bay Trading, sold raw fur skins from North American furbearers at auction.

Today, NAFA carries on the tradition and is internationally renown for the finest quality fur skins from North American as well. Their family of brands includes: NAFA Northern, the label used for wild fur; NAFA Fox, the label for ranch raised silver fox; NAFA Mink the label for top quality mink; and Black NAFA, the label awarded to darkest natural mink with a short silky nap and dense under wool. PolarDeck is a Beijing based company that specializes in the design and manufacture of home accessories such as bedcovers, carpets and pillowcases produced in the finest of NAFA fur products. In 2008, PolarDeck was chosen as the most popular brand by women in Asia in a survey conducted by ABAS. In addition, Mr. Wang Jian Hua, Chairman of PolarDeck was selected as "Innovator of the Year".

Just prior to the start of the show, Ms. Benedetti presented Mr. Wang with three NAFA "Top Lot" awards. These awards signify the successful purchase of a special lot of fur skins that were designated to be the best available by international experts in the fur industry. Mr. Wang received awards for NAFA Northern fisher, red fox and muskrat.

The presentation that followed featured a fabulous array of home accessories. Plush carpets in silver fox, fisher, red fox and fisher brought applause from the crowd. Equally breath taking were the magnificent bedcovers in NAFA Northern sable and Black NAFA mink. Pillow covers and blankets in a wide variety of furs and natural colors accented the room settings.

As the show ended, anxious guests were already heading to PolarDeck's display booth for a further look at this season's most luxurious home furnishings.