



NOT ALL FURS ARE CREATED EQUAL

FOR IMMEDIATE RELEASE

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Unmasking True Luxury in Kiev with NAFA

On August 26th, 2008 NAFA returned to the Exhibition Center Alta Expo showcasing the latest fur fashion trends by leading designers and manufacturers from around the world; all created in the world's most luxurious furs: NAFA Mink, NAFA Fox, NAFA Northern Wild Fur and Black NAFA.

This show was truly star studded including the finest names in luxury furs: Gianfranco Ferre, Karl Lagerfeld, Julien Macdonald, Dennis Basso, Carolina Herrera, Michael Kors, Emanuel Ungaro, Zac Posen and Badgley Mischka.

While these designers are trend setters, it is the manufacturers of the world who interpret these trends and make them available to men and women everywhere. This year's show included leading companies from around the world: : Adamo Furs, Abel Furs, Amato for Upstar, Braschi, Izzy Camilleri, Felix Rodionov, Furland, Langiotti, Levinson, Obsession Furs and Marco Varni. These firms represent the finest ready to wear design from Italy, Turkey, Greece, Russia, Ukraine, United Arab Emirates and Canada.

Abel's beautiful NAFA Northern Lynx Cat Coats and sumptuously trimmed NAFA white mink coat were the ultimate garments for the many "white nights to come in Russia's cold winter.

Adamo's collection showcased the newest fashion color of the season, rich NAFA Blue Iris mink together with elegant Black NAFA. Their collection hinted at the opulence of the middle east with bubble shapes and cropped jackets dominating.

Amato for Upstar presented a youthful collection focusing on one of this year's hottest trends: short jackets. The grouping included something for every woman: NAFA Blue Iris mink with quilted great collars; Black NAFA jeweled neckline and even a perfect NAFA Pearl Mink jacket with Lynx Cat trim.

Braschi showed an Italian flair for drama with sweeping tafetta's skirts topped with chic Black NAFA cropped jackets and a sexy NAFA Mahogany Mink and Lizard poncho.



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 fur 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 crocheted 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.



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.