



NOT ALL FURS ARE CREATED EQUAL

YA BAO, CHINA,
October 28, 2008

YA BAO LU FESTIVITIES END WITH NAFA GALA

The end of October marked festival time for the area in Beijing near to Ya Bao Street that is fondly referred to as the Russian fur market.

Ceremonies kicked off the morning of October 25th with special events at the E trade building – one of the older and well known fur malls in Ya Bao Lu. NAFA's International Marketing Director, Diane Benedetti, was a special guest and gave a welcome speech to the many guests, both Russian and Chinese, in attendance.

On October 28th the newest addition to the complex of malls and shops that make up this Russian fur market was officially dedicated. Ya Bao Place as it is known had a traditional Chinese opening ceremony. Lion dances, an antique drum performance; the famous illusion of masks and more were all a part of excitement to mark the official opening. Once again, NAFA's International Marketing Director was amongst the VIPs to join in the cutting of the ribbon.

Later that evening NAFA presented a gala fur fashion show for VIP guests and trade. Held under the stars in the courtyard of Ya Bao Place, this was a perfect finale for market's festivities.

Over 100 special guests were seated in the VIP area. For hundreds more, there was stand room only but the crowds stayed to enjoy the show. For those who could not get a close up view, the show was simulcast on a large video screen at the top of the building.

The garments on the catwalk captured the attention of all. Jean Laurant opened the show with short jackets of Black NAFA trimmed with patent leather. It was immediately apparent to all that fine quality furs were available in Ya Bao Lu. Cadano joined the parade with natural shades of NAFA mink. Their detailing and impeccable design brought applause as well.

Palace Peeress chose to feature updated classic looks in Blue Iris

, Mahogany and Black NAFA. Valtino also took to the stage with Black NAFA but this time adding a touch of crystal.

O'Merinos changed the mood with their sultry collection of NAFA Northern lynx. Combined with natural and sheared mink, the garments had the crowd straining to get a better view.

Messina offered a collection that was chic and trendy. The natural palette of colors featured white, pearl, sapphire and blue iris NAFA mink.



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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

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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.

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