



NOT ALL FURS ARE CREATED EQUAL

Hong Kong, China,
February 26th, 2009

NAFA'S "GALLERY N" CAPTIVATES THE FUR TRADE

Never an organization to be tied to tradition, NAFA, North American Fur Association, opted out of the classic catwalk show for their annual event held this year at the Hong Kong International Fur Show. As promised, NAFA hosted an evening that went far beyond the ordinary.

The prestigious ballroom of the Grand Hyatt Hotel in the Hong Kong Convention & Exhibition Centre was transformed the evening of February 26, 2009 to provide the perfect backdrop for the chic, ultra modern presentation of the season's newest fur trends.

The evening began with a sumptuous cocktail reception and brief welcoming remarks by Tina Jagros, Executive Director of NAFA, and Michael Mengar, the newly named CEO and President of North American Fur Auctions. Buyers of Top Lot Bundles for NAFA's February sale were invited on stage to receive their award plaques.

As Ms. Jagros and Mr. Mengar left the stage, the room was plunged into darkness only to be sliced by riveting lines of laser lighting followed with a dramatic crescendo of electronic music.

The sidewalls parted to reveal two multi level platforms of black gloss mannequins clothed in stunning designer furs. Garments were spot lighted as each name was announced: Dennis Basso, Braschi, Feraud, Carolina Herrera, Michael Kors, Osé, Zac Posen, Regal Fur, Nina Ricci, Emmanuel Ungaro and Marco Varni.

As the crowd was mesmerized by the latest trends furs being highlighted in the sound and light presentation on the sides of the ballroom, models glided on to the stage and struck a pose. On cue, the lights changed pattern and focused on the eleven breath taking Black NAFA garments.

The high intensity presentation came to a close within a few very short minutes but the mannequins and models remained on show and guests were invited to take a close up view. There was a never-ending click of cameras as guests tried to capture the beauty of these NAFA furs in every detail.