



*Fur, the natural responsible choice*

## **IMMEDIATE RELEASE**

### **Global fur sales figures show relative stability despite economic downturn**

*London, March 27:* Data from global retail sales of full fur garments, trim and accessories for the 2007/08 season show that the industry, after 9 years of continuous growth, is not immune to the overall economic turmoil. With over 13 billion dollars, sales figures are back to the level of 2005/2006.

Analysts point a finger at the uncertain financial climate and the general hesitation in luxury consumer spending.

“It is good to see that the industry stays relatively stable in difficult economic times. During such a period, we are more than ever dependent on the spending patterns and behavior of the consumer,” says IFTF Chairman Andreas Lenhart. “Full fur continues to grow in popularity: the leading fashion shows around the globe showed an all-time high prominence of fur garments and accessories.”

Lenhart continues: “Consumers are embracing the comfortable and warm feeling of natural fur. And fur is more visible than ever before: on the catwalks, on magazine covers and in city streets. Leading names in the fashion industry including Dior, Armani, Lagerfeld, Roberto Cavalli and Jean Paul Gaultier among many others have shown fur in their current collections, while celebrities like Madonna, Kate Moss, Jennifer Lopez and Beyoncé Knowles are wearing it on red carpets at numerous high-profile events.”

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### **NOTES TO EDITORS**

#### **About IFTF**

International Fur Trade Federation is a federation of 42 national fur trade associations and organisations from 35 countries. Through its work and the activities of its members, the IFTF seeks to protect fur trade interests and to promote innovation, high standards, in addition to a positive and factual image of the fur industry internationally.

The International Fur Trade Federation (IFTF) and its member associations around the world promote the strict codes of practice that meet or exceed established and accepted animal welfare standards for wild and farmed fur. The fur trade deplors and works against cruelty to animals. The IFTF has long been a supporter of and works with CITES, the legitimate fur trade does not trade in endangered species.

IFTF website: [www.iftf.com](http://www.iftf.com)

#### **About Origin Assured (OA™):**

Developed voluntarily in 2006 by the International Fur Trade Federation (IFTF) in collaboration with leading auction houses: American Legend Cooperative, Finnish Fur Sales/Saga Fur, Kopenhagen Fur and North American Fur Auctions, the Origin Assured (OA™) label gives consumers confidence about the provenance of the fur they are buying. It is an assurance that the fur comes from a country where national or local welfare regulations or standards governing fur production are in force.

It is also a reflection of the fur trade's commitment to openness and honesty with their customers.

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OA website: [www.originassured.com](http://www.originassured.com)

If you would like additional information or images, please contact IFTF.

Tel +44 [0] 1932 850020

E-mail: [pressoffice@iftf.com](mailto:pressoffice@iftf.com)