



“Fur the most beautiful fabric”

THE FASHION WORLD CELEBRATES FUR IN MOSCOW

Thursday 29th November 2007, the International Fur Trade Federation [IFTF] toasted the success of the International Herald Tribune's Supreme Luxury conference and the launch of the fur industry's Origin Assured [OA™] labelling programme at the closing reception in Moscow's State Historical Museum on Red Square.



IFTF, a key sponsor of the Supreme Luxury conference, was proud to support Suzy Menkes' gathering of world leaders in the luxury industry. Delegates shared their experience of doing business in Russia and provided fascinating global insights into the evolving nature of luxury and the aspirations of today's luxury consumer. An impressive list of speakers included Tom Ford,

Donatella Versace, Silvia Venturini Fendi, Aerin Lauder, Bernard Arnault [Chairman & CEO, LVMH] and Natalia Vodianova.

The State Historical Museum provided an atmospheric background for the final event of the conference; guests strolled under the splendour of the hall's painted ceilings featuring Russian historical figures. A spectacular view of the Kremlin was the perfect background to appreciate Russia's rapidly emerging presence in the modern consumer market.

The evening included a fashion show, featuring stunning furs from internationally recognised Russian designers Ekaterina Akhuzina, Igor Chapurin and Helen Yarmak.

Continuing the immersion in Russian culture, guests enjoyed the first-ever public performance of three songs from the epic musical Catherine the Great, by respected Russian Composer Sergei Dreznin. The part of Empress Catherine was sung by Maria Vinenkova, an upcoming young star of the Russian theatre.

Commenting, the Chairman of IFTF, Andreas Lenhart, said; “Fur is a natural partner for the Supreme Luxury conference; it embodies the very best aspects of luxury today: craftsmanship, heritage and quality. The fur industry has also been responding to the spirit of the times; by answering our consumers' desire to understand the 'story' of their fur. A fur carrying the Origin Assured label provides the consumer with an assurance that the fur they have purchased comes from a country where good welfare standards apply. The label reinforces the fact that we are a responsible industry, committed to transparency.”

For further information or images please contact the IFTF Press Office: proffice@iftf.com, or for more information on the Origin Assured programme visit www.originassured.com

Through its work, and the activities of members, International Fur Trade Federation seeks to protect fur trade interests and promote innovation, high standards and a positive factual image of fur and the fur industry worldwide. The IFTF promotes strict codes of practice that meet, or exceed, established animal welfare standards for farmed and wild fur. IFTF represents 39 members in 32 countries.

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