

Sandy Reports

WEEKLY INTERNATIONAL FUR NEWS

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IFF'S GLOBAL AD CAMPAIGN

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Dear Subscriber,

Fur will be on the global stage with the worldwide “**FUR NOW**” advertising campaign currently being produced by the International Fur Federation (IFF). While IFF has coordinated the FUR NOW ad campaigns for the past few years, this is the first time that four synchronized stories are being produced – to be strategically rolled out throughout the year.

Directing and coordinating all aspects of the campaign is Jean Pierre Rouphael, IFF’s Director of Fashion. He notes that each story is individually themed and crafted “*so the overall campaign can represent the global fur industry and appeal to the diversified fashion sense of its customers.*”

Rouphael notes that by releasing each campaign assets strategically throughout the year will ensure a continued high visibility of fashion-forward fur content being showcased throughout the next 12 months.

The first story shares a glimpse of an Italian high fashion stylist’s busy day ...styling a fashion shoot with fabulous fur outfits & accessories. The fashion direction is lightweight spring/summer focus with light layers & colors. The aim is to show “season-less” fur in a summery set. Release date will be later this month - **June 2017**.

The second story is of a fashionable and colorful Asian student popping in at her favorite atelier to get some advice on fur fashion and colors and perfects her own designed outfit ready for a final model fitting. Her fashion is a bit more edgy, experimental and colorful than that of the stylist of the first story. This story will also focus on the elements of craftsmanship and sustainability. Release date will be **September 2017**.

The third story follows a confident American lady into a shopping spree with high opulence and decadence in a boutique. The fashion direction is autumn/winter with warm colors. The story has an element of gifting and will be released in **November 2017** to coincide with Black Friday in the U.S.

The fourth story depicts a British Rapper who has just arrived into a swanky hotel suite to get fitted by the designer himself right before stepping into the front row of Fashion Week. The fashion is a bit more preppy cool with a touch of hipster. This story will be released in **January 2018** to coincide with the London Men's Fashion Week.

Below some “behind-the-scenes” photos from the **FUR NOW** campaign shoot.



The **FUR NOW** campaign will be optimized throughout the year in social media, online and in print and will be made available to all IFF members to utilize on their own promotional channels.

Luxury online shopping site goes fur-free. Net-A-Porter (NAP), the luxury online shopping site, has announced they will no longer sell fur on any of its e-commerce platforms, including Mr. Porter, The Outnet and Yoox. NAP features collections from such high-end designers as Tom Ford, Balenciaga, Valentino, Lanvin, Prada and more. They continue to feature shearling. Another online shopping site, Gilt Groupe, went fur-free two years ago, though they, too, continue to feature shearling. When questioned about how they justify featuring shearling, a representative at Gilt Groupe said that shearling “*is not considered fur*”.

Saga Fur Auction Results. Saga reports that their auction - still in progress at press time - opened with the selling of various fox and Finn raccoon. Silver fox was 100% sold at 5% stronger prices compared with March levels. Silver Fox was mainly purchased by the European fashion industry, Korea and Russia.

The Blue Shadow Fox offering was 70% sold at roughly 10% easier prices compared with March levels, buying well spread. Blue Frost Fox was 80% sold at firm prices mainly to Russia. Finn raccoon was 80% sold at 10% easier prices mainly to Europe. The 5% weakening of the US dollar affected the price levels.

The Saga® Lumi Royal Top Lot of Blue Frost fox was bought by Susanna Ribak for Lars Paustian (easyfur.com) and the Saga® Lumi Royal Top Lot of Silver fox was bought by Naoum Ditsios for Dita furs – Aphrodite Papageorgiadis.

Saga’s Blue Fox offering faced some price resistance after the strongly increased prices at the Saga Furs March auction. The offering was 73% sold at 10% easier prices in US dollars compared with the March auction. China continued to dominate the Blue fox buying with good support from Europe, Korea and Russia.

Silverblue males were almost 80% sold at roughly 10% easier prices in Euros compared with recent European levels. Sapphire males were 85% sold under very active competition at only 5% easier prices. The weakening of the US dollar by 5% compared with recent auctions contributed to the small price declines.

The auction was attended by 560 buyers with all markets well represented

As the auction was still in progress at press time, the balance of the auction results of Silverblue and Sapphire females, Pearl males and White minks will be provided in the forthcoming newsletter.

Saga’s first top lot of 100% Certified White Female Mink was bought by Polar Furs for Funtastic Furs. Saga’s Certification Program of traceability allows stores to follow skins during the entire supply chain. Saga works closely with the industry’s trade groups to bring

the entire industry up to these international standards. This has a growing significance when addressing the next generation of fur wearers. **Funtastic Fur** produces the fur collections for some of the most important designer brands in the world, including Altuzarra, Jason Wu, Marc Jacobs, Helmut Lang, Herve Leger, Proenza Schouler and many more. The firm supports and uses Saga Furs, which trace back to sustainable farms for full transparency – an aspect they continue to share with the range of design teams with whom they work.

Regards,

Sandy Blye

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+1.917.691.3015; sandyblye@gmail.com