

All Eyes on Furry Ideas at Hong Kong International Fur & Fashion Fair 2008

“The January cold spell in China set in motion substantial clearance of fur, which meant furriers have cleared their garment and skin stocks leaving them in open to buy positions - and they did this in style pushing prices higher by between 25% and 55% over the December levels,” he elaborated.

Ms. Nora Tse, Chairlady of the Hong Kong Fur Federation, agreed fur trade in 2008 will be driven by demands from China and Russia. She predicted buyers will start stocking up again, hopefully increasing the number of trade visitors by 10%, and most probably spearheaded by buyers from Eastern Europe.

“Russia has been a hot emerging market for Hong Kong, and in the last few years we have many big buying missions and prospective buyers coming from this country to our event,” added Ms. Tse.

As the most important calendar date for worldwide furriers, the Hong Kong International Fur & Fashion Fair continues to provide an excellent platform for international buyers to source fur products.

In 2007, the Fair attracted over 5,500 visitors worldwide, with HK\$817 million worth of confirmed business orders placed during the four-day exhibition. The upcoming event is again bigger and better, with the total exhibition space expanding another 1,000 square meters to cover 25,000 square meters.

On top of Hong Kong companies, exhibitors are coming from the Chinese mainland, Korea, Finland, Germany, Greece, Italy, Russia, Spain, Sweden, Turkey, UK, Canada, Argentina, Namibia and UAE. Companies are also joining from first-time exhibiting countries

Australia, Denmark and the US, while the Federal Ministry of Economics and Technology of Germany is to stage a pavilion comprising 17 companies. “Given its versatile qualities, fur application has become really comprehensive nowadays.

On top of adding a touch of fun and glamour to both young and sophisticated apparel for men and ladies, fur is also making a fashion statement in accessories, notably handbags,” supplemented Ms. Tse.

The Fur Gala 2008, a spectacular fashion show to be staged at the opening night at the Grand Hall of the HKCEC, will again take centre stage in this furry fair.

Over 2,000 international buyers attending the gala evening will be treated to stunning collections from 20 leading Hong Kong fur manufacturers while enjoying a sumptuous Chinese banquet.

The Hong Kong Fur Federation was established in 1979 to coordinate Hong Kong fur trade activities and to promote its development.

The vast majority of furs used by Hong Kong fur manufacturers are sourced from fur farms in the USA and Scandinavia. All wild furs used by the trade are obtained according to the rules of responsible conservation, and strict government controls ensure that no endangered species are ever used.

More than 2,000 international buyers will be dazzled by the latest creations from 20 leading Hong Kong fur manufacturers and fashion designers to be paraded at tonight's Fur Gala 2008 (Feb 25) while enjoying a sumptuous Chinese banquet.

Renowned as the most important event for the worldwide fur trade, the Hong Kong International Fur & Fashion Fair (Feb 25-28) congregates modish apparel, fancy material as well as trendy accessories all under one roof at the Hong Kong Convention and Exhibition Centre.

The annual Gala evening is the highlight of this prestigious fair which everyone looks up for upbeat furry thoughts. With its versatility and charisma, fur has become a vital element in many international designers' collections and with no exceptions to Hong Kong's creative force.

In the last few years a number of Hong Kong designers have joined force with local manufacturers to create original fur collections at the Fur Gala fashion show and the collaboration continues this year with renowned Hong Kong designers Benny Yeung, Arthur Lam, Walter Ma and Barney Cheng.

Stunning collections at tonight's Fur Gala fashion show, whether inspired by glamorous movie star, the warrior of the new generation, the mysterious vampire, or the modern urban explorer, all illustrate that fur has become more multi-faceted nowadays.

Not only does improved techniques of plucking, knitting and shearing contributes to the creation of lightweight fur fashion in various silhouettes suitable for all occasions, it also empowers fur to be combined with other fabrics to achieve diversifying effect.

Laser cut technique also allows rich texture to come into full play with intricate pattern, while graduated colour dyeing brightens up the world of fur in enchanting hues.

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