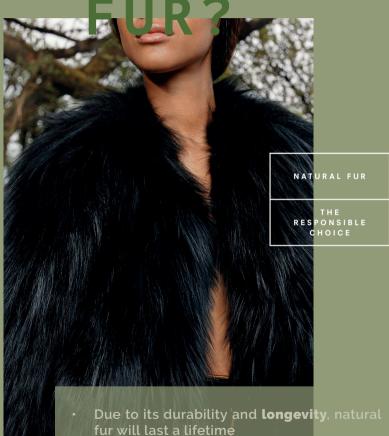
WHY NATURAL



FIND OUT MORE AT wearefur.com

 Natural fur has emotional value and can be passed down from generation to generation

- Natural fur is a natural material that is infinitely recyclable
- Natural fur's unique qualities allow it to be re-designed and modified
- Natural fur is a timeless material that will never go out of style

NATURAL FUR

THE RESPONSIBLE CHOICE

NATURAL FUR...

IS SUSTAINABLE, TRANSPARENT & RESPONSIBLE

 Biodegrades at the same speed as a leaf, as opposed to fake plastic fur which ends up in landfill · Is a responsible and long-lasting material · It does not release any microplastics or harmful chemicals unlike synthetic oil-based alternatives

COMES FROM CERTIFIED AND REGULATED SOURCES

- Subject to the highest animal welfare standards & regular government and independent inspections
- Has a fully transparent supply chain Is a contemporary material with a rich heritage in craftsmanship Supports remote communities, their traditions and ensures their livelihood

CONTRIBUTES TO A CIRCULAR ECONOMY AND HAS A NO-WASTE POLICY

• Farming uses remnants from food production and other industries • Waste is turned into useful products including biofuels and fertilisers • Wild fur is a byproduct that otherwise would go to waste and contributes to wildlife management with almost net zero carbon-emissions

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