

WHY NATURAL FUR?



NATURAL FUR

THE
RESPONSIBLE
CHOICE

FIND OUT MORE AT
wearefur.com

- Due to its durability and **longevity**, natural fur will last a lifetime
- 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



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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 by-product that otherwise would go to waste and contributes to wildlife management with almost net zero carbon-emissions

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