



NORTH AMERICAN FUR ASSOCIATION

## NAFA Northern Lights Light up Beijing Fair Gala

Beijing. January 15, 2010.

Variety is the spice of life and NAFA's Northern Lights collection added a distinctive spice to the Beijing Fur Fair's Gala show.

While China is well known for its appreciation of Ranch Mink and in particular Black NAFA and the other beautiful colours of NAFA Mink, NAFA thought it was time to launch a fresh, new look for Wild Fur in China, to showcase the diversity and excitement that exists within the NAFA Northern brand.

NAFA accomplished this by creating a purposely-designed collection targeting women 25–35 years of age, who are both fashion conscious and environmentally aware. These garments will be available for sale by key manufacturers under the specially trademarked Northern Lights for NAFA label.

The audience's reaction to the Northern Lights scene was enthusiastic. Many of the fifteen hundred attending the evening show took the time to visit the NAFA booth on the next day to get an up-close look at a collection that many consider fresh and exciting. Given Wild Fur's relative affordability, these garments are the perfect addition to any retail collection.

Madame Jiang Hua, General Director of COFCO, one of China's largest corporations, recognized NAFA's commitment to the Chinese fur market during the Beijing Fur Fair Gala. She very graciously presented NAFA with an award to commemorate our support of China. Mr Herman Jansen gratefully received this award on behalf of NAFA.

The rebooting of interest in Wild Fur is an important goal for NAFA. Starting with our Design and Technical Wild Fur Workshops in October and November 2009, followed by the creation of the Northern Lights by NAFA collection, NAFA is committed to create a renaissance in the use of North American Wild Fur in China and elsewhere.

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