

The Best Two for One

In an earlier newsletter we talked about sheared mink. How it is amazingly lightweight and its contemporary look have made it the most popular fur choice. Even in Macon, the first question we get from customers is “Is this going to be warm enough?” Of course, that is what is so spectacular about it, even though it is lighter than cashmere, in cold weather it keeps you as warm as a classic mink. In addition, sheared mink has created the perfect reversible coat. Reversible coats have been popular for many years. When I first started in the 1980s, everyone liked the idea of the mink and leather reversible jacket. You received two great wearing options with one jacket. A high-quality leather jacket lined in mink. Then reverse it and it becomes a mink jacket. Even though mink and leather reversible jackets were heavy and bulky to wear, they were very popular because people liked the idea of getting two jackets for the price of one. The bulky appearance comes from wearing the mink on the inside. Unsheared mink is a thick material. So thick, it required making a loose-fitting jacket or swing coat style garment. Even keeping with this design, reversibles had a puffy, unflattering look.



With the fur on the inside the jacket wasn't slenderizing at all. After a few years this was improved with the development of micro fiber. The micro fiber was considerably lighter than leather and it was also water proof with no worry about water spotting.

However, even though the micro fiber was thinner and lighter, when the mink was worn on the inside you still had that same puffy look. So, designers looked for other furs to make into reversibles. Most designers began using sheared nutria, because at the time no one had ever considered shearing mink. It was very soft and light weight, but not as beautiful and desirable as mink. Sheared nutria didn't have the sheen or density of mink, but was more slenderizing when worn on the inside of the

micro fiber. Customers liked the look so much designers gave up the idea of making them reversible and just used sheared nutria as a liner. Micro fiber was a new look and the luxurious feel of the natural fur liner made customers want to add these to their collection. So, for a while the two for one reversible was forgotten. And then we started shearing mink, which revolutionized the fur industry.

Sheared mink makes the best reversible coat ever. Sheared mink is far lighter and thinner than any other fur. Mink's sheen and density make the reversible beautiful and ultra-slenderizing whether the fur side is worn inside or out. A customer shared with me that she took hers on a trip with a group of friends. When she wore the coat with the sheared mink out, she received many compliments from her friends on the trip. Then she wore it with the sheared mink inside and the micro fiber out. Her friends made such a big deal of how beautiful this second coat was and that she brought two coats on the trip; she felt awkward telling them it was the same coat. So, she didn't. The versatility and beauty have made these coats our best sellers. We make it in three different lengths: Jacket, Walking Coat, and Full Length. In addition to the traditional black and brown, we now make it in nine great designer colors. Customers like this coat so much we have a few customers that own it in a more than one color and length. It really is the best two for one. Next time you're in the store be sure to try one on and experience the feeling.

The Recap

Maybe you missed one of our great newsletters. They are all on line on our website at the bottom of our main page. Here are the topics.

Fall 2020

Covid 19 & The Fur Industry - What to Expect

Semi Sheared Mink - The Best of Both

Animal Welfare VS Animal Liberation

Winter 2020-21

Cold Enough ?

Why people don't Cold Store or Condition Furs.

Spring 2021

Ultimate Luxury

Oops I Spilled

Summer 2021

Who Threw What ??

Best Time To Buy

Fall 2021

Bonfires Around the Corner

The Return of Persian Lamb

Winter 2021-22

Rex What ?? Rabbit ?

One of the Great Sales !

Spring 2022

Where & When to wear it well

What's up with Cedar ?

