

And The New New Black is

I always think when the new black comes out it is a funny thing. Because nothing ever replaces black, it is too great a color. Especially in Mink because black Mink has such a great sheen, it is unlike any of the other color. I have customers think the tips of the fur are white or silver, but it just reflects so much light the sheen looks that way. But all the suspense left



behind, the new black in furs this year is brown. Which I really like because the right shade of dark brown goes with everything. For decades I was about all black accessories, but about 8 years I switched to Brown and I have never gone back.

Brown shoes, brown belts, brown wallets, and brown overcoats. A dark chocolate brown is just as versatile as black. It blends well with every color and at the same time accents other colors well. On top of that it is a little different from black. Which is the reason we are always assigning a new color to be black, we want something

that has a little je ne sais quoi. Black is a great color but if we all wear it, well that's boring. Last year's new black in furs was navy. Navy is by no means gone. We have lots of great new navy options and again the right shade of navy always works with whatever color you put with it. So, what makes the new black is a color you can accessorize with that both blends with all colors well and also gives a good contrast to accents all colors. When I think about this another great color is the right shade of red. A true dark berry red. I don't think enough people give that red a try. They don't realize how easy it is to wear with every other color. Many years ago, I gave my wife one of our red leathers as a gift. She would have never bought it for herself. She really had worn it out in about five years. She was putting it on for us to go out on day and I said "ah yeah, I don't think you should wear that anymore. It just looks worn." She said that I knew now how much she had enjoyed it and she left comfortable saying when I opened the box my first thought was why didn't you give me the black one. But now, I did enjoy the red one more. Next time you're in the store be sure to check these colors out.

The Undiscovered Luxury

We are known for selling furs to women, but we also sell to men. I had a young man in the store buying a few cigars. Yes, we also sell cigars from Davidoff at Barnes. While I was putting his sale in the computer he asked about men's furs. Men's furs have always been available and they get more popular every year. When I started in the fur business, they were the most popular in Texas. Men in the oil business and large ranchers had a great appreciation for fur jackets and over coats. While in Texas I saw several women wearing full length mink coats and walking beside them was their husband in a matching men's mink overcoat. It wasn't long after that many professional athletes got into men's furs. So, seeing these guys wear them made furs for men more popular everywhere. Although I think the biggest boost



men's furs got was a few years after that when the male singers got interested in fur and started wearing furs. We don't keep as many men's items in stock as women's, because we don't sell as many and basically men's fur come in about four basic

styles. The bomber jacket, the parka, the walking coat and the overcoat are the four basic styles and it is just a matter of what fur and what color you want them made. So, we keep a few in stock and do more special ordering for men. But the experience for men buying fur is the same as women. It is all about how amazing they feel. I have said many time people are attracted to fur because it is beautiful and rare. But the reason to buy it and the long-term benefit is the way it feels. So, after talking to young man about men's furs I walked him over to that section of the store and got him to try on one. He looked at himself in the mirror and put his hands in the pockets and stood there for a moment. He smiled and laughed. He said "when I asked about men's furs, I was halfway just joking." "But now having this jacket on, I can see one of these in my future. Men's furs are a true unexpected and undiscovered luxury many men should try.

