

The Iconic Full Length Mink

For over a century the full length mink coat has been one of the most iconic pieces of fashion and it still is today. When the occasion is right nothing looks or feels like it. But, in today's world people want to enjoy



what they have everyday. Fashion dictates today you can wear your full length grocery shopping or anywhere else you want, but many southerners just

don't feel comfortable doing it. Which is a shame because we store so many beautiful full length mink coats that just aren't being enjoyed as much as they could. Several years ago we always advised not to hem these coats shorter because it lessened the value. But, for the past few years we have been restyling in a way that you get two items from one coat. In many customer's minds doubling the value. So if you have been keeping your full length in the closet for those right occasions, you should check this out next time at the store. We hem the full length coat from 50" to 34" making the full coat into a walking coat. This length hits just above your knee. Much easier to wear casual and also great for a formal event. We semi shear the walking coat which makes it 40% lighter weight and a more contemporary look that customers do wear for daily events. Even better, the hem we cut off is made into a 24" mink vest, also making it everyday wearable. Two very versatile furs from one. So it's a tough decision. I can see wanting to keep the iconic full length for those special events. But, I can also see taking something you don't use that much, keeping the memories of it, while making it into two items you wear often. The only way to decide is let us show you samples in the store. I think seeing exactly what we can do and trying them on to experience the feeling will make your decision much easier. We look forward to seeing you at the store.

Foxy Is Back !

For the last decade fashion and customers have been in love with the sleek slenderizing look of sheared mink. That popularity isn't going away, but there is a new look in town. Fox and other long hair furs are back in all their glory. I was in Miami Beach two months ago and the number of bright colored



fox jackets and ponchos in the windows of fashion stores even took me by surprise. There isn't anything slenderizing about a fox jacket. But the exotic luxury look it has is too much fun to turn down. It reminded me of a customer I worked with in the late 1980's. She was buying this stunning Golden Isle fox jacket. She said "I know this looks big, but it's so beautiful, I also know I look good in it." One outstanding characteristic of long hair furs

is the way the fur flows as you move. Give that just a touch of a breeze outside and it is film worthy. Be sure to include it in your next winter selfie. Our collection of fox was significantly larger than in previous years and next years will be bigger. Like the



pictures there are so many new designs and color options, even Krystle Carrington and Alexis Colby would be jealous. If you didn't want to go all fox, new items with fox trim are also booming. One thing is certain the fluff of fox is in.