

Time to Look at Accessories

I was at one of our out of town remote locations and ran into a customer I haven't seen in years. She said she was glad to see me, and that since she moved she had not been in the store for a few years. I, of course, first reminded her she could still ship her furs in for cold storage and conditioning like many of our out of town customers. She said she would start that next year, but that it was funny she saw me because she had just taken out a Fox Headband that she bought from us years ago, planning on wearing it next weekend. She wears it mostly as a collar instead of a Headband, which is a great little trick we can show you in the store. She went on about the number of times she wears it early in the fall and late in the spring, because it provides a perfect amount of warmth on cool days. So as we talked I was amazed she had not looked at other great accessories that have been created since the Fox Headband. She said she was always looking at the new coats and didn't think about accessories when in the store. It made me realize we don't talk a lot about them in the store, but we should. The newest and most fun of which is pictured here, our new Pink Fox Handbag and Headband. Fur handbags, I think, are so misunderstood. Most people think of buying them to match a Fur Coat. Which you can, but the Fur Handbag is meant to be an item in itself. You don't

carry it just when wearing your Fur Coat. You carry it as a Fall / Winter bag, without wearing your coat. It is meant to be one of your fall handbag options to carry everyday. The other misconception is that accessories need to match your coat. You can mix and match fur types as well as color. I have suggested to many customers buying a black mink hat instead of one that matches their coat. A black hat goes with most any



outfit. The fur hat is another item you will get enjoyment from whether wearing your Fur Coat or not. A mink hat looks great with a turtleneck sweater and no coat at all. It is also great with your leather jacket, puff jacket or cashmere coat. All of our accessories are meant to be worn with a Fur Coat, another type jacket, or with no coat

at all. Woven Rex rabbit is our newest type of fur accessories. Rex Rabbit looks a lot like and feels similar to Chinchilla. It doesn't shed like standard rabbit. We usually keep 5-6 scarf styles in stock, in beautiful

colors of blue, red, orange, caramel, black and brown. So when you pick your coat from cold storage or make special trip to see us, check out these great accessories that look and feel so good!

Quiet Luxury - The Newest Trend

Both The Washington Post and Vogue Magazine have articles stating that we are heading in to a new trend of “Quiet Luxury”. They are also saying that natural fur and leather are a big part of this trend as consumers



realize that synthetic versions of these materials (faux fur and the newest term for what is actually still vinyl, “ Vegan Leather”) are not comfortable to wear and not good for the environment. I am glad to hear this because it will get a new group of consumers

interested in Fur, and I don't think luxury should ever be out of trend. Enjoying luxury is enjoying life. I have never understood minimalism, as I think you get less off of life, and it doesn't really help others to deny yourself the pleasures of luxuries that are affordable to you. Great clothes, beautiful fur coats, nice cars and great wine or beer are not necessary, but enjoying them makes for a better life. There is a level of quality to be enjoyed that has a lasting effect for longer than just necessities. Of course there are other pursuits we need and they are rewarding, but enjoying our free time with luxury helps us all mentally. Life is meant to be enjoyed. When life is enjoyed we are all nicer to each other and I think that is pretty important. I have been doing this long enough to see that we cycle these trends every few years. In the new iteration of luxury, I do like idea of enjoying it everyday. The furs we make today are so much more everyday wearable because they are so light weight. The Washington Post notes something we have been telling customers for 50 years. It's simple: natural fur is beautiful, and when you put it on it feels so good that there is an emotional response. I recently had a customer say it feels as good as a hug. There is nothing else you can wear that feels like it. We seem to go back and forth with including luxury in fashion and our lives, then doing away with it. My advice is to enjoy it while it is in Vogue and maybe never stop.