

Cold or Refrigeration

It is amazing to me that in today's world we have so many pathways to communicate but we really don't communicate or have as good an understanding as we had in the past. I think it is the pace we try to live life. When we do things faster, it seems more productive but the quality is lost. I was having a conversation with a customer about fur care. She and I have spoken about it a few times. She said she understood the



conditioning part of the process, but really didn't see the need for cold storage. She said the coats don't get hot at her house her husband keeps the house very cold, too cold for her. I have spoken to thousands of people about fur care and it took listening to her to really get the misunderstanding.

Maybe the misunderstanding is from our verbiage. It is not about the furs not getting hot. If that was the case in a modern house there would be no need for the storage part of fur care. But it's about the pelts being kept very cold for 4-5 months, really refrigerated. A fur vault is maintained at about 45°. This is only 7° warmer than your refrigerator. Oh, please don't put your fur in a refrigerator, it will mold and we may not be able to repair it. Most things have a temperature that helps preserve them. A temperature at which deterioration stops or almost stops. Food, chemicals, medications and from time-to-time people have thought, us. When the fur is first put in the vault it takes a few days for it to cool down to the vault temperature. After that touching them, they are cold. Staying at this refrigerated temperature for a few months stops the natural oils in the pelt from deteriorating. It doesn't happen in your house even if your house is 65°. The fur doesn't get cold enough. We promote people bring their furs to us in April. We run a special so you get the best price. We do this because if you don't bring the furs in to us in the spring, typically they are forgotten about until the fall. But bringing them in during July is just as good. Being refrigerated 4-5 months out of the year is the time they need. You are still getting just as good a value for your fur. Not only does the condition cleaning and refrigeration keep your fur from falling apart, but keeps

it a nicer fur. We see furs not cared for all the time. About half of them are failing apart and unrepairable. It is hard to tell these customers; their furs are ready for a trash can. There is nothing to help it. At this point they are so upset they almost don't believe we can't fix it. Without fur care I think you have about a 50% chance of this happening. I had a customer last week. There is no fixing her mother's fur. She loves it and inherited several years ago and we restyled it to a beautiful semi sheared mink walking coat. It is too late for us to help it. She said to me, "but I have been storing and conditioning it." I had to point out to her looking at the history in the computer, she stored and conditioned it about every 3 or 4 years, never every summer. So, the other 50% don't fall apart. I don't

think anyone knows why. They don't look terrible, if you aren't holding it next to a fur that has been serviced. But they don't look as good and they don't feel good. That incredible, unmatched softness a natural fur should have is gone. That magical feeling when wearing it is gone. So, people don't wear them much. When they do, there are rips and tears to be repaired. Fur is really all about that feeling. My personality is one of high maintenance and I take great care of everything. With all the things I care for, the best return for your money on maintenance, is money spent on furs. You get more results than anything else. We hope to see you in the store to refrigerate your furs this summer.

Hats, Hats, & More Hats

Fur accessories have been getting more and more popular every year. This year even more. Fur hats have been so updated I think we are carrying twice as many as any year before. The new fur hat is as modern as a sheared mink jacket. It can be worn for

any occasion with or without your fur. Sheared mink hats in particular have been updated to be as beautiful as classic hats. New color options like navy, pink and camel make the hats so much more fun. Your fur hat doesn't have to match your coat; they just need to go together. My favorite new style is a classic mink beret but done in a fun color with an inserted fur flower in a contrasting color. I wish I had a picture when printing this newsletter but we won't have one till this fall. The new hat display will stand out. Just remember to look for the flower beret. Fox fur hats are also more amazing this year. They are bigger and fluffier and that is what makes them fun. Like the Russian Troopers hat pictured, the hat has its own personality. We even had a customer decide to name hers. Whether you haven't looked in years or you did look last year, be sure not to miss this falls collection when in the store.

