

Where & When to wear it well

Customers often ask me when and where is it appropriate to wear their fur. I always think this is an interesting question because so much has changed over time. I learned a few years ago that the reason there are several knots you can use to tie a men's neck tie, as the knots were for different occasions. At that time gentlemen would not be in public without a tie. So certain knots were for sport coats when attending an afternoon event. Other knots were more formal when you would have on a suit for work or an after 5:00 event. It was a rule of fashion and if you didn't use the appropriate knot, people thought less of the person for not following the rules of dress. That was also a time when you could wear other furs during the day, but mink was for after 5:00 events. Today there are really no dress rules anymore. What is in fashion is nonconformity, which really isn't bad as we have become more individualistic. Everyone should respect what the other wants to wear. My wife and I were having an early dinner at the bar at Natalia's the other night. I



was in a sport coat and tie and she was in a dress. The couple next to us were in athletic wear. Both had on athletic shirts and shorts, even though it was about 48° outside. The fact they were so casual didn't bother me at all, nor did it make me want to be casual. I am sure they wanted Nat's for dinner and didn't want to go home to change. My sport coat and tie collection are as great as they were in the 1980's, because I love to dress. I do get a lot of attention and compliments. But, I do it because I like ties and sport coats. That's what's great about today is you can be an individual and not follow rules of fashion. You can now wear your fur anywhere and anytime. There are many more casual furs to choose from today, but you can wear the more formal furs just as casual. You don't save your very nice car to just drive to parties or very special engagement ring to wear just after 5:00. You shouldn't limit the enjoyment of a fur. Just like the other items you will get attention and compliments. While wearing their new fur, new customers tell me they can't believe the number of compliments they get from complete strangers. One said "It kinda makes me feel like a celebrity." While wearing a fur

you can also feel good that you are wearing one of the most environmentally friendly garments. Furs are a natural sustainable resource regulated by US Fish and Wildlife. The industry has had a zero carbon footprint for 100s of years. That can't be said for "Vegan Leather." Vegan Leather is not made from plants, that is a lie. It's made from polyurethane. Plant material is added to color it or change it's texture. It is just vinyl with some new marketing. So the fashion rule is there are no rules. You should enjoy wearing your fur anywhere and anytime, because nothing feels as amazing to wear as natural fur.

What's up with Cedar ?

Many customers ask if a cedar closet is good for furs. Cedar closets became popular in the 1900's because of cedars ability to absorb moisture and repel insects. Because houses weren't sealed well and there was no air conditioning or other humidity controlling devices, mold and insect infestation in clothing was a considerable problem. Cedar's natural oil produces a smell that is very pleasant to most people. It is very disagreeable, if not poisonous, to certain insects that eat natural fabric. While at the same time it keeps the closets mold free with low humidity. These benefits are well know today. Cedar's beauty and aroma have a feel of luxury so they are still popular. However, what is not known is these closets require regular maintenance. You can't build one and forget about it or these great benefits diminish quickly. They need to be wiped down, sanded, and re-oiled. As far as furs, what is important is the temperature and humidity. Furs need to be stored over the summer at 45° with a humidity of 50%. This isn't easy to do and Barnes spends tens of thousands of dollars a year to create this environment in our vaults. Nothing at home can duplicate it. The other issue with cedar closets is often they are too dry for furs. The humidity level of the closet is relative to the size of the closet, type of cedar used, position of the closet, the air flow and how often it is opened. A small cedar closet that is not very cool will be too dry for furs and will make the pelts dry out faster than a regular closet. Also if the fur is touching the cedar, that spot will dry out and deteriorate even if the air is correct. We go to great expense to take care of your fur. When considering the benefits from our low service prices, it's one of the best maintenance investments around, ensuring your fur will always look its best and last a lifetime.

