

What you looking At ?

I have been a car enthusiast my whole life. I have never owned a Ferrari, but have been lucky enough to have a few friends that have. They bought very specific models for many reasons as they were big car enthusiast too. They bought them for the love of the car, not the attention they get. But as you can imagine, a Ferrari is never ignored. Riding in one to any destination and people look at it. Things that are rare and beautiful get attention. Many of our customers tell us they get more compliments from strangers on their furs than anything else they own. Even people that don't know what kind of fur you have on can see its beauty and sense it is a special coat. Not everyone that looks does so in a way that appears complimentary. When some people look they just have a scowl or unfriendly look even if they are thinking of a complement. I wear furs myself and believe me, a guy, gets more attention wearing a fur than a girl. I have had smiles, nods, compliments, and looks of confusion and disapproval. I will never forget a middle aged girl in a store where we were both shopping. She had the most disturbed look I think I have ever seen while staring at me. I looked back at her with a smile. It didn't change her stare or expression. She didn't even acknowledge that I had smiled at her. So I started ignoring her and went on shopping. But every time I looked around there she was staring at me. She seemed to be following me around the store. Although it wasn't a big store and that could have been just my assumption. So I get in line at the counter to pay and she gets in line behind me. I could feel her stare behind me. I have never had anyone be ugly about me wearing a fur, but I thought this is it. Many things ran through my mind as I waited for

her comment. So I turned to look behind me in her general direction and she said "hi." I smiled and said hi back. She said, "I really don't want to bother you and I don't usually do this. But that is the most attractive men's jacket I have ever seen. What is it and where did you buy it?" I was shocked. I would have bet any amount of money at that time that she didn't like jacket. It was a great lesson; because I realized many people's expressions don't convey



their opinion. Really people tend not to look at and ignore things they don't like. When people stare and keep looking back at something, it is because of its beauty and rarity. They want to get one more look before it is gone. Having said that, we live in a world with many jealous and presumptuous

people and their real problem is their own unhappiness. They will always find something about you to be unhappy about. So not every look you get in a Ferrari or a fur is complimentary. But don't be too quick to assume the negative. In my experience 99.9% of looks are admiring something of beauty and do you really care about the .1%?

Let's Be Frank.

I can't ever say "let's be frank" without thinking of a guy I knew named Frank. He used to say "I am always and always will be Frank." Believe me he was in all sense of the word. Barnes Furs is a luxury store, and we are never frank. We want to tell customers good things that they like to hear and not the place for strong advice. But recently with the number of furs we see every year falling apart or in bad shape, I feel I am not being of service unless I put this frankly. Furs have to be professionally cold stored and conditioned cleaned every summer. When they miss this service, furs deteriorate immediately. Also there is nothing that can be done to them to reverse this deterioration. So am I saying that if you have a new fur and you miss the first year's cold storage and conditioning it is ruined? No, it isn't ruined, but it is in no way as good a condition as it was when it was new. The leather pelt behind the fur is not as soft, and the luster of the fur is not as bright. Will you or other people notice this change? Probably not. I have only had a few customers out of thousands notice that subtle of a change. Furs, if properly maintained, last for decades. But like many things that last over a long period of time, there is a maintenance cost each year. Currently you will spend about a hundred dollars a year to maintain one with cold storage and conditioning. One great thing

about furs, if you spend the money, they are one of the few items I have encountered that will stay in a like new condition. Remaining just as soft and vibrant as they were when you first purchased them. With the way furs are constructed it is also usual to have seam rips, loose linings, worn edges, or other repairs. But furs can be repaired and



they last. So missing a year of services doesn't ruin a fur but every year missed is detrimental. We have many customers bring their furs for storage and say, "oh I missed last year." But when we check the fur into our system it has been 3, 5, or 7 years. Missing one year just turns into several. While typing this, I stopped to wait on a

customer and she said, "I have been bad and missed a couple years." The last time she put her furs in storage and conditioning was 2014. When you cold store and condition clean a fur it keeps the fur in the same shape it is in at the time of the service. A new fur that is five years old and has been serviced every year is just like new. A fur that is five years old and never stored or condition has been deteriorating for five years. If we cold store and condition, it doesn't deteriorate anymore the sixth year, but there is no way to put back the 5 years it has lost. It doesn't matter how much or how little it has been worn. Even if it has never been worn, this is a function of time. The unfortunate part of fur maintenance is customers don't notice the subtle changes that happen over five or six years. They notice this change all at once. Usually after the deterioration is significant and they feel the texture of one of our new furs, which now feels very different from theirs because of the lack of care. They also have a few rips and tears that they weren't even aware of and we are concerned if the repairs will hold. Once the pelt side is dry enough it will no longer hold a stitch to repair a seam rip. Given enough time without services they fall apart like confetti. Furs are wonderful coats to own, they are worth the maintenance!