

## Ultimate Luxury

I said before that people are attracted to furs because they are beautiful and rare, but the long term value is way they feel. So in a way every fur is an Ultimate Luxury. There are three furs that have a unique feel within this luxury. Russian Sable, Lynx and Chinchilla are each very special and rare. We only sell a couple of these a year at Barnes. Lynx is found in three different parts of the world. The most expensive fur you can buy is Russian Lynx only found in Siberia. Canadian Lynx has the longest fur, while American Lynx which is the most sought after currently and is pictured here. Lynx is amazingly

light weight, just as light as sheared mink. It's one of the only long fluffy furs where the fur lays flat, instead of standing up. So it is much more slenderizing. It looks amazing with a little breeze blowing. The best way to describe the feeling comes from a customer who said, it's like "putting on a cloud." Russian Sable is the other long fur that lays flat and also only found in Siberia. Russians have always been protective in regard to these furs, making sure to keep them in Siberia. It is as light lynx. Sable comes in a beautiful natural brown. It has a sheen that makes the tips of the fur look like they have been dipped in gold or silver. There is a golden color as well and they are starting to dye sables to enhance the colors. Finally there is chinchilla. For years I have been saying it's the softest fur. A couple years ago I realized it may be the softest thing on earth. Another customer described it well by saying when you touch chinchilla "it feels like your hands are moving through a fine powder." Chinchilla's natural color is a brilliant black and grey. Pictured on the next page. We don't always have these ultimate luxuries in stock, but the next time your in the store be sure to try one on. You'll love the feeling



# Oops I Spilled

Many customers are very cautious and worry about getting their fur dirty. They treat their fur like a piece of crystal that could easily break. But furs are very durable, almost like a leather jacket. When you spill something on a fur you will notice it doesn't usually sink in right away. Fur has a natural weather proofing that makes almost any spill just sit on top of it. The best thing to do, simply wipe it off. Then take a damp cloth and wipe it off again. As long as you are just slightly wetting the fur there is

no harm. You don't want to put so much water on the fur that you mistakenly wet the hide underneath. This can cause a problem. But immediately using a damp cloth brushing the fur in the direction the fur lays will get most anything off of it. If you have some available, distilled water works the best (and this is true when cleaning anything). Then let the fur dry on its own. NEVER apply any heat to a fur. Any direct heat, from a hair dryer for example, can damage a fur in seconds. After a few days if you notice the remnants of the spill, bring it to the store for cleaning. It's not so urgent in that it has to be cleaned immediately, but it does need to be cleaned fairly soon. Another benefit of conditioning your fur each year is getting anything that might be hidden on the fur removed. You might not know anything is even there. The only time we have a problem getting something off a fur is when a stain or spill has been on it for a while. If that's the case the stain is permanent. Conditioning your fur each year is the best money you can spend because of many benefits. It keeps the hide in good shape and the fur the prettiest.

