

Cold Enough ?

We hear two different narratives from customers when talking about wearing their furs. Some say they wore them all the time and others say it was never cold enough. I think one of the biggest misconceptions of furs is that they are for extreme



cold only. Natural fur acclimates to the temperature better than most any other fabric because it is natural. When it's just a little cold, fur is more breathable than wool, cashmere, and most materials. When really cold, it's warmer. I think a lot of our customer's save their furs for the coldest days, when they could enjoy them more; especially the newer lightweight furs produced over the last several years. Sheared mink became popular because of being so lightweight. This motivated the industry to find ways of making more furs lighter. Today a classic fur that looks the same as a classic fur made years ago is 20-30% lighter. Talking to a customer she said "my fur is always just right." She said: " when it's just a little cold I wear it and when it's really cold I wear it and I am always comfortable." So try your fur on the cooler days. If you have an older fur that is heavy, we can remake it lighter weight by shearing. Or if the coat doesn't fit, that can make it uncomfortable and hot, we can resize it for you. Another option is come in and talk to us about trading it in for a newer lighter weight version. Although people are attracted to fur because it's beautiful and rare, the long term value is the way it feels.

Why people don't Cold Store or Condition Furs.

It's easy to see why people don't do the proper services that furs need. Furs never look like they need it.

There isn't a warning light that appears. A fur that is several years old and has never been cold stored or conditioned still looks beautiful and new. I think the old term "Cleaned & Glazed" didn't help any. It made the service sound like it was for beautifying the fur. Natural furs are one of the few things you can buy that with summer maintenance will hold their like-new condition for 30 years. Not much of anything purchased today will last that long. So why should you service your fur? It's for the leather / pelt under the fur. You don't see it, but it holds the fur together. It is just as durable as a leather jacket, but the pelt is much thinner. So when it dries out it doesn't just get stiff (and inflexible), it falls apart like confetti. You can't refurbish fur. Once it's dry, it's dry. If you start Cold Storing and Conditioning an older fur it will stop it from drying out more, but they are never as soft as they were when they were new. The cold storage vault has an amazing amount of fresh air induction. Far more than any house.



That fresh air is both refrigerated and dried. The vault is maintained at 45° and 50% humidity. This is the perfect environment to keep the pelt from drying. With the conditioning process, the fur is put in a fur cleaning machine with a powder that is moistened with a conditioner. As the fur is tumbled in the machine the powder releases the conditioner and it is absorbed by the pelt. This process allows the pelt to maintain its natural moisture. We have only had a couple of customers ask which is more important Cold Storage or Conditioning? While both are important, we think fur gets the most benefit from conditioning. As always at Barnes, we are happy to do whatever you prefer.

Summer Services

Bring your Furs in as Early as April or as Late as July