

# Why partner with Saga Furs?

## Inspiration through innovation - A must for design teams

Fur Vision® is where Saga Furs introduces new techniques from our experts in fur craftsmanship to the world of fashion. The annual events began in New York in 2000 and have since been held in London, Paris, Milan, Moscow and many cities in Asia. Saga Furs also participates in all major regional or global trade fairs such as the all-important *Première Vision* in Paris.

Fashion runways always feature Saga Furs products and craft techniques from Saga Furs Design Centre.

Saga Furs is the reason why more than 2/3<sup>rd</sup> of seasonal fashion week collections feature real fur.

## Innovation

The world's think-tank for fur innovation, inspiration and development of precious fur.

### **Saga Furs succeeded in re-inventing fur.**

- Saga Furs has devoted 30 years and major resources to finding new uses and techniques to put fur firmly in the spotlight of fashion.
- Our creative team of furriers, designers and fur technicians devote much of their time experimenting to invent and perfect craft techniques for fur.
- New discoveries are shared with the creators of fashion at in-house seminars, international fairs or in collaborations with our partners.
- Saga Furs craft seminars for beginners and the biggest names in fashion help them take a giant step ahead in crafting fur.
- We work closely with more than 23 international design schools to nurture the next generation of fashion creators. In turn, their often radical ideas inspire us to develop new techniques.

Fashion runways testify to our success as the innovator.

# Saga Furs offers the world's greatest selection of luxurious types of fur

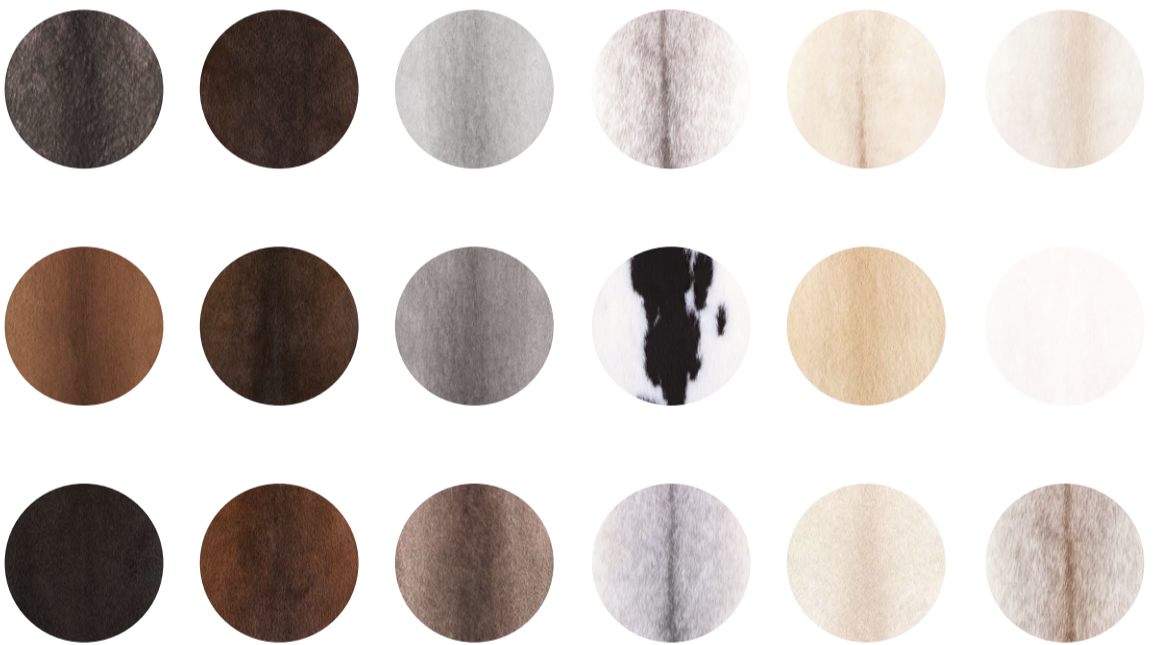
Fox



Finnraccoon



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**Saga Furs** helps designers realise ideas and assists them in creating individual pieces or even an entire collection. That's why Saga Furs has earned its reputation as: *The Designers Choice*.

**Designers and fashion companies know they can rely on Saga Furs for:**

- 100% Sustainability and Responsible ethics, certification through entire production chain.
- Superior quality.
- Inspiration with full support throughout the creative process.
- Resource Guide: network of furriers and manufacturers.
- Fur Education: training for designers and sales personnel.
- Marketing and Communication: possibility for support in marketing aimed at end consumers.



sagafurs®

