

NAFA
FURS BEYOND EXPECTATION

NAFA Heritage Lookbook
2017/18



Sustainable Luxury Since 1670

Nature, authenticity, beauty and luxury: four pivotal words that led the vision of the 2017 NAFA Heritage Campaign. NAFA's heritage traces back more than 345 years to the historic Hudson's Bay Company. Today, NAFA provides the finest quality ranched mink as well as the most diverse collection of wild fur and a refined selection of ranched fox to the fashion world. The 2017 campaign captures NAFA's selection of sustainable and ethically sourced luxury furs, styled in nature.

Steeped in tradition, NAFA is devoted to staying true to its legacy and core values. We are proud of our heritage and our contemporary fur collection. Today, creativity in fur design is thriving with endless techniques, dying treatments and styles. By offering the widest range of fur types to work with and superior quality, NAFA fur is the number one choice for fashion designers and consumers around the world.

As the fashion industry seeks authenticity, quality and sophistication, NAFA fur is recognized as an international symbol of natural luxury. NAFA is committed to working with all industry sectors to support the development and implementation of certified and traceable furs in order to ensure that fur remains a fashionable and responsible choice in the future.

Welcome to the 2017 NAFA Heritage Campaign that showcases our collaboration with the top names in fur fashion.

Go to www.fashion.nafa.ca to learn more about NAFA and to watch the campaign video.
#nafafurs



Luxury is in our nature



NAFA Northern | Raccoon
GIANFRANCO FERRÉ FURS



Responsible fashion for over three centuries





Legacy stitched in time

Black NAFA
OSCAR DE LA RENTA



NAFA Northern | Red Fox
GIANFRANCO FERRÉ FURS



Tailor-made authenticity

NAFA Fox | Silver Fox
MICHAEL KORS





Beauty in its purest form



Black NAFA & NAFA Northern | Ermine
OSCAR DE LA RENTA



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Sustainable luxury since 1670



BLACK NAFA

Recognized as the finest quality of black mink in the world, Black NAFA is a favorite of designers around the globe. Fashion creators have discovered the short, silky nap and deep, dense underwool of Black NAFA give it the feel of a luxurious fabric that can wrap the body as no other. Less than 2% of mink garments produced in the world are awarded the Black NAFA label. A unique design, superior craftsmanship and Black NAFA Mink result in incomparable natural beauty.

Black NAFA, like all NAFA mink, is produced with care and respect, in accordance with national standards, codes and practices.



NAFA MINK

NAFA is world renowned for their fine quality collection of mink from Canada, the United States and Europe, which are available in a wide range of naturally beautiful colors. The deep, dark brown shades of mahogany and demi brown; the clear, crisp blue tones of sapphire and blue iris; and the soft delicate hues of pearl and white are some of the most fashionable colors. Designers are inspired by the inherent qualities of these ranch raised mink pelts. In their hands, magnificent silhouettes take form expressing a vision of elegance and refinement.

NAFA Mink is produced with care and respect, in accordance with national standards, codes and practices.



NAFA FOX

Designers often express a true passion for the soft, sensuous look and feel of ranch raised NAFA Fox. The extreme mix of color tones in natural silver fox can lead to a delicate and feminine style or take on a bold feeling for a powerful design.

Like NAFA Mink, NAFA Fox is produced with care and respect in Canada, the United States and Europe, in accordance with national standards, codes and practices.



NAFA NORTHERN

The great variety of wild furs that NAFA offers gives designers the opportunity to allow their imaginations to unfold in many directions. Beaver, raccoon, coyote, red fox, muskrat, fisher and Can-Am sable are but a few of the most popular furs for today's lifestyle.

NAFA Northern wild furs are humanely harvested by licenced professionals, who are regulated through their State, Provincial or Territorial wildlife agencies. All species in the NAFA Northern collection come from abundant, sustainable furbearing populations. NAFA is dedicated to the welfare, sustainability, and conservation of all furbearers. No endangered species are handled by NAFA, and their trade is not tolerated.





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Watch the full NAFA Heritage video at fashion.nafa.ca



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