

NAFA'S GALA SHOW HIGHLIGHTS CHINA FUR MARKET'S ANNIVERSARY



Press Release for Immediate Release
North American Fur Association
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China Fur Market, located in Yu Yao, is one of the largest dedicated fur markets in the world with well over 100 fur retail shops, celebrated its first anniversary the weekend of November 29-30, 2008.

NAFA, together with China Fur Market, sponsored this major event. Opening day saw Herman Jansen, CEO of North American Fur Auctions, with other dignitaries on stage for a short speech and ribbon cutting in front of an audience of over 10,000 people along with national and provincial media cameras.

This was followed by a VIP tour of the three floors of retail shops and manufacturing facilities and ended at NAFA's permanent fur gallery. The gallery, entitled, "Our Heritage – Our Future" occupies 150 square meters (1500 square feet) and takes visitors on a brief journey through the HBC/ NAFA history as well as a look at the latest creations from the international fashion designers that NAFA partners with.

Mr. Herman Jansen and Ms. Diane Benedetti, International Marketing Director for North American Fur Association, were lead speakers at the international forum that discussed historic and future challenges of the fur trade and the latest trends and fabrications.

The highlight of the weekend's festivities was NAFA's gala fashion show. Two shows were presented to accommodate the over 1,000 guests. Media was exceptionally well represented including CCTV, China's national TV station, as well as local and provincial TV stations, newspapers and fashion magazines.

Retailers applauded the event as it increased their sales volume substantially and reportedly more than 2,000 fur garments were sold.

