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Building a Wild Fur Market

This past summer we had buyers and designers from Korea, China, Russia and Greece attending our workshops in Studio NAFA where they had a chance to learn about wild fur in all its glory. We figured that if a little education was good, a lot would be even better! So we decided to bring the Studio NAFA to China!



Starting October 18th until November 8th, 2009, NAFA held Wild Fur Technical Workshops for master technicians in five cities in China. We brought more than 1,000 dressed Beaver, Raccoon, Coyote, Grey Fox, Red Fox, Fisher and Martens to China for Chinese technicians to learn on. We emptied out Studio NAFA and brought our own technical samples, showcasing traditional and non-traditional ways to work wild fur to encourage Chinese technicians, designers and manufacturers on the versatility and variety that is available. In addition we brought our own staff from the Studio including the Studio's Managing Director, Lynda Jagros May, Basil Karadisis, our Creative Director and Roberto Conterio a Master Craftsman to join our staff in China, Diane Benedetti, Lumin Yao, Dragon Hu and Gianni Jiang



Initially a lot of factory owners were a little skeptical about what their people could learn, but once they saw and heard what we had to teach they were completely sold on the huge value of our event. Over and over again NAFA was thanked for undertaking this major initiative. When the three weeks were over, staff was exhausted but happy. What we had set out to do had been done. The Chinese fur industry in every major city got a wakeup call about the tremendous value and beauty of our wild fur. And perhaps most importantly, our customers and yours were exposed to the incredible range of things that could be created with wild fur. These three weeks marked the first of a whole season's worth of work on building a Chinese wild fur market.

