

FF launches global certification and traceability system Furmark



Pic: Furmark

[International Fur Federation \(IFF\)](#) along with LVMH Group, the world's largest luxury goods conglomerate, and other key brands, has developed a global certification and traceability system Furmark, that guarantees animal welfare and environmental standards. Furmark-certified products have a unique alphanumeric label code that provides full traceability details.

“Customers now have the green light to buy and wear natural fur with total confidence with the launch of [Furmark](#). In the biggest industry shakeup to date, the fur trade is transforming the way it processes natural fur through its supply chain,” the company stated in a press release.

“Furmark will change how fur is seen and open up fur to a whole new market and audience: it answers the unfounded accusations of those opposed to fur. The sector, industry leaders, scientists, sustainability leads, and welfare experts have come together to agree a set of recognised standards—based on science, independent inspection, and transparency—and a global labelling regime that is set to modernise natural fur,” the statement further added.

Furmark certification means consistent standards across the supply chain: it only incorporates wild or farm-raised natural fur from the leading animal welfare programmes (including the first animal welfare programme to be promoted through the European Commission's Self-Regulation and Co-Regulation Initiative, WelFur) sold through the auction system.

“Each animal welfare and sustainability programme have a detailed, independently-developed, and science-based protocol or standard. The respective programmes are then subject to third-party assessment and certified by

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a recognised certification body. Strict, active enforcement is ensured via visits and assessments: those that do not meet standards are excluded from the certification programme and the Furmark system,” the UK-based trade body said.

“This is a game changer: if people had doubts about buying or wearing natural fur, then they have been answered with Furmark,” **Mark Oaten, CEO at IFF**, said in the release. “Our centuries-old trade is undergoing its most significant transformation to date; traceable, sustainable products represent the real alternative to 'fast fashion.' Furmark delivers global, recognised standards, directly to the consumer.”

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