



FAKE? DEFINITELY NOT

As SMALL VILLE opens, MIFUR, the International Fur and Leather Exhibition, launches a strong "no" to counterfeiting, piracy, and theft of creativity and ideas and is investing in training through colleges and marketing actions.



"Fake? Definitely not":

this is the slogan of the advertising and awareness-raising campaign launched jointly by **MIFUR** – the International Fur and Leather Exhibition – and Associazione Italiana Pellicceria (Italian Fur Association), one of its founder partners, to coincide with the first **MIFUR SMALL VILLE**.

"Fashion is a sector which is of major interest to and has a wide impact in Italy. Italian-made goods are the cutting edge of national enterprise: taste, tradition, elegance and originality are words consistently used throughout the world to describe our companies' collections. This is why creativity theft must be considered a crime," is how the Chairman of MIFUR Norberto Albertalli commented on the initiative.

"Fake? Definitely not" is an advertising campaign being used in training courses for young people in colleges - as part of the programme of lessons put together by Associazione Italiana Pellicceria in over 20 fashion colleges in our country - and in unconventional marketing actions aimed at making operators and the general public aware of the damage which counterfeiting causes to the fashion sector and to the community as a whole, and strongly affirming the need for legality and transparency.

"To be viable, every market needs trust and established rules that apply for everyone. For some time now Associazione Italiana Pellicceria has been in the front line of promoting this concept: in 2002 it worked with UNI (the national certification body) to publish Standard UNI 11007 - "Requirements and indications for labelling fur goods" - and to promote labelling of furs, so that consumers can be clear both about the animal species used to make a garment and the name and trademark of its producer, information which unfortunately is not legally required in Italy.

Since 2003 it has been involved in all the working groups aimed at promoting, labelling and highlighting Italian-made goods. In 2006, together with the international federation for the sector, it promoted the "OA, Origin Assured" label, a step forward in identifying, for consumers' benefit again, furs from countries with laws and regulations which take animal welfare into consideration," Mario Paganoni, Chairman of Associazione Italiana Pellicceria is keen to add.

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Findings made by **MIFUR**, during the Exhibition in March 2008, show that, of the 4,288 Italian buyers recorded entering the exhibition, 58% declared that their customers are "very interested" in a label which clearly defines the country in which the fur purchased was made. As well as these very sensitive consumers, a further 39% declared that they were simply "interested".

A significant percentage, 72%, of the same buyers declared that their turnover would "rise by 50%" if total transparency could be guaranteed against false and mendacious declarations which confuse consumers. Fur products are products with high added value which require some technical knowledge to be understood.

The economic data for last winter (the last available data given the product's seasonal nature) put the wholesale value of Italian fur production in 2007 at 957 million euros, placing Italian consumption at 856 million euros wholesale value and 1,626 million euros retail value (Source: Pambianco Research for Associazione Italiana Pellicceria).

It was also from these more specifically commercial considerations that **MIFUR's** huge task has emerged and, therefore, also that of **SMALL VILLE: "Fake? Definitely not"**. It is a campaign which underlines how the economic situation in which we live today should be international in nature, but one that considers fundamental the protection of the intangible aspects (knowledge and creativity) contained in the products which travel through different markets.

MIFUR, along with MIPEL, MICAM, MIDO, MACEF and L'ARTIGIANO IN FIERA, supports FIERA MILANO's anti-counterfeiting campaign whose message is summed up in the anti-counterfeiting stand at the underground railway exit, which will welcome all visitors to the exhibitions at Fiera Milano Rho.

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