

**FRIENDLY FUR
BERLIN**



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The ethically correct design brand

Friendly Fur is the design brand and ethical certification for real wild-nature care fur. As such, since 2007, Friendly Fur has been defining the real value luxury, for which it has become the leading role model. Ethical correctness and sustainability are the meta-values of Friendly Fur as it only recycles pelts that are generated as waste side products, which have been dumped before Friendly Fur collects them. Friendly Fur introduced the skinning fee - an hourly wage for not wasting, but dismantling the precious source. As a design brand, Friendly Fur creates objects: garments and accessories, jewelry, home/ living accessories and perfumes.

As a certification, Friendly Fur produces and supplies fur trims, collars and linings to global-player fashion brand customers such as Aigner, Camel Active, Baldessarini, Closed, Evisu, etc. Objects made from wild fur are real luxury as sourcing and processing require far more time, skill and patience than farmed fur. Protection and use of nature and its biodiversity must have top priority over breeding, monocultures, industries and synthetics.

Friendly Fur as a high luxury brand operates economically, based on the mechanisms of the arts: decelerated, craft, conception, objects instead of products, limited design editions as unique pieces from nature instead of self-inflating collections.

The design is a very contemporary mix of country / heritage and artsy / urban.

- *Friendly Fur stands for state-of-the-art urban/nature design and style*
- *The world's only design brand that is also accepted as an independent ethical wild fur certificate in the fashion world*
- *Contemporary luxury can only be based on real values - this market will always be flourishing*



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