

UPCYCLING YOUR HEIRLOOM AND VINTAGE FURS:

THE DEFINITIVE GUIDE TO GET YOU STARTED



 **FURTHER™**
UPCYCLED

Upcycling, Sustainability and the Circular Economy

AS WE ALL START TO THINK MORE ABOUT THE ENVIRONMENTAL IMPACTS of our daily consumer decisions, more attention is being put on the fashion industry to be better. The fashion industry is the 2nd largest polluter after oil and gas and a recent study finds that the fashion industry needs to invest **\$3 trillion** to wean itself off carbon-based clothing (read, synthetics).

There is no better and easier place to start than by repurposing or upcycling what we already have and love, but doesn't fit or suit our needs any more. Take fur coats for example. The vintage and heirloom furs that are in 1/3 of all Canadian homes* (*Fur Council of Canada/Fur Institute of Canada, 2010*) continue to have emotional, aesthetic and practical value. These pieces



carry stories of who bought them, who wore them, and the love, appreciation, and respect for where they came from and the craftsmanship that originally produced them. Most fur coats we see were hand made by skilled artisans in Canada whose business was based on making high quality warm winter coats from local resources. Shops were either in the major centres of Montreal or Toronto, or in small shops like Cahill's in Peterborough. That is all but gone in today's world.

Re-making the furs we have into contemporary luxury fashions and home décor items is a way to get another

generation of value and use from the beloved fashion pieces. This is what our in-house brand Further® Upcycled is all about.

In this E-Guide, you will find valuable insights into the upcycling process to help you better understand what furs you have in your possession, and your options for how they can be turned into something that will give them years more use and love.

Thank you for taking this journey with us to explore ways to upcycle your furs into new luxury items. The final chapter will take you through the private, no obligation consultation process. Join the hundreds that have gone down this road over the past few years, who have co-designed custom pieces to suit their current needs and lifestyle.



Fur ID and Quality Evaluation

ONE OF THE MOST COMMON THINGS WE HEAR when people come in for a fur upcycle consultation is: “I don’t even know what kind of furs I have.” Our experts are here to identify your furs and how best to remodel them.

For more information on this, you can also [review our Blog Series on Vintage Fur Coat ID](#).

We can tell you the fur type, show you how it was originally made, what era it is from and often who made it. And most importantly we can assess the quality of the fur/leather to determine if it can be transformed into new items. Often, if the coats have not been in climate controlled storage, the leather can dry out over many years and may not be strong enough to be cut and resewn into a new style.

If the leather is still in good shape we can remake it into almost anything - new clothing styles or home décor items such as pillows, throws and blankets. If the leather is dry and not strong, fear not, our knit process can take even the most tender furs



and weave them into various Fashions and Home Décor items.

We can also make recommendations on ‘shearing’ your furs, which shaves off the longer, coarser guard hairs to leave only the soft, plush underfur. This creates a luxurious velvety feel, making fur-lined, reversible outerwear and accessories such as scarves so soft and plush to the touch, while also reducing the bulk and weight of the item.

In the chapters that follow you will get many unique ideas with examples from the extensive Further® Upcycle Collection.

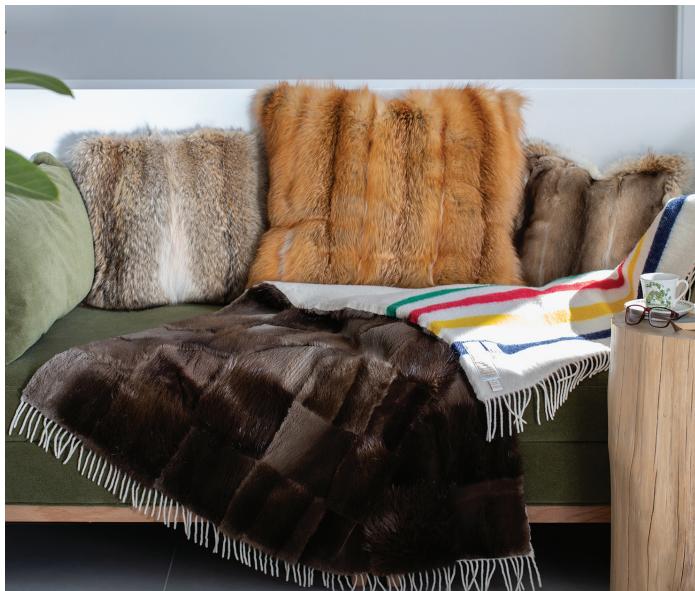
Luxury Options/Additions

WHETHER FASHIONS OR HOME DÉCOR, we use primarily natural, luxury materials to be blended with your precious furs.

We source primarily [Loro Piana](#) Cashmere, cashmere and wool blends, and [Storm System and Rain System](#) that we source from end of roll fashion houses or clearance items from their distributors. Loro Piana makes the finest luxury materials and is the perfect compliment to your fur upcycle clothing styles, blankets, pillows or accessories, as their hand (the touch) is equally as stimulating on the material side as the fur.

We also source from other smaller mills in Europe who use only natural fibres to make the highest quality fabrics. On the lighter weight side, we offer **water resistant taffeta** that functions well as a 'reversible' fabric for the exterior shell or interior lining. Each of our pillows are stuffed with **feather/down** inserts for the ultimate feel and longevity. While we do our best to avoid synthetics in our collection, we can source materials to suit your specific needs.

All Further® Upcycle projects are bespoke (custom made) and therefore allow for



complete personalization. This is all part of the process of re-making your precious heirloom and vintage furs into something you and your family will enjoy for years to come.



The Consultation Process:

WHAT TO EXPECT AND HOW TO GET STARTED

MANY OF THOSE WHO CONTACT US for an in-person consultation are long time customers who are familiar with our upcycling program. Some have seen us at an event, perused our website or heard of the things we do from friends or family. But sometimes a customer has no idea what can be done with their heirloom furs. We've had customers drive many hours for a consultation as they are excited to talk about their ideas and to actually see and touch the Further® samples.

We are here to offer our expertise and service to help you find ways to love your furs again - for yourself or to share with family members.

We can start with a phone conversation or email inquiry, and then we will need to set an appointment to make sure we have the dedicated time to spend with you, and to understand what you have in your fur collection. This is the fun part - we then start exploring which direction you want to go with your upcycled fur project(s).

If needed, consultations can be carried out on a video call. This gives us the



opportunity to see your furs and to showcase some of our Further® Collection concepts. In the case of pillows and blankets, a video call might be sufficient but fur and our accompanying fabrics are tactile, so in-person is always the best. If you live too far away and cannot make it into the store, we have a process in place that walks you through the measurement process for fittings, and items can be sent to you by post.

In all cases, we will need to physically touch and feel the furs to assess their quality and feasibility for the project you choose (as in Step II above). If we are making fashion garments we will take the original style and with your measurements make a custom pattern, just for you.

Final Thoughts

THANK YOU for taking the time to read this E-Guide on fur upcycling. I sincerely hope this provides you with the information you need to consider booking a consultation. It is exciting to explore ways to take your precious vintage and heirloom furs from your closet and transform them into new items that will be enjoyed by your family for another generation.

Even though we start with basic patterns or shapes, every upcycle item is unique, based on the specific furs we start with, the shape, size, texture and complements. You are part of the design team. It is personal and the end result is something special.

If you have any questions, comments or recommendations, please feel free to contact us. We look forward to hearing from you.

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