

sagafurs.

A woman with dark hair is shown in profile, facing left. She is wearing a large, voluminous fur coat with a mix of white, grey, and dark brown patches. The fur has a thick, textured appearance. She is also wearing black, high-heeled boots. The background is a plain, light grey color.

# Fur Vision

2024

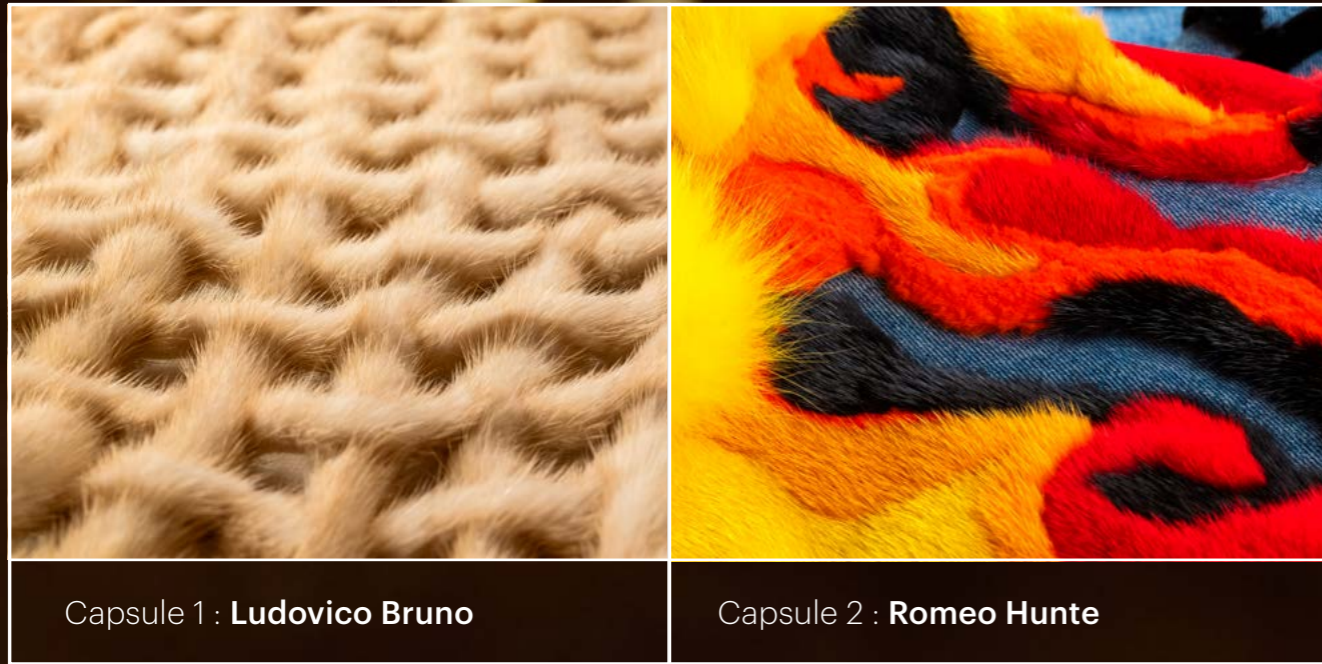


# A Testament to Timelessness

When Saga Furs launched its first Fur Vision event in New York in 2000 the ambitious goal was to inspire not only designers and manufacturers, but the entire fashion industry. The initial intention was to present innovative ideas for utilizing fur in ways that departed from tradition while remaining practical. And that's what we try to do also this year – inspire you to experiment with fur and to find the new ways how to use it.

Since 2000, the global landscape has undergone substantial transformations. Trends have shifted, certainly, but beyond that, the imperative of sustainability has risen, the digital revolution has reshaped the world as we know it, and the recent global pandemic has fundamentally altered the way we live and work – quite often from our home and in our sweats.

This year's collection features four distinct capsules, all meticulously crafted to meet the contemporary needs of our dynamic world. Each capsule addresses the multifaceted aspects of modern living, fashion, and sustainability.



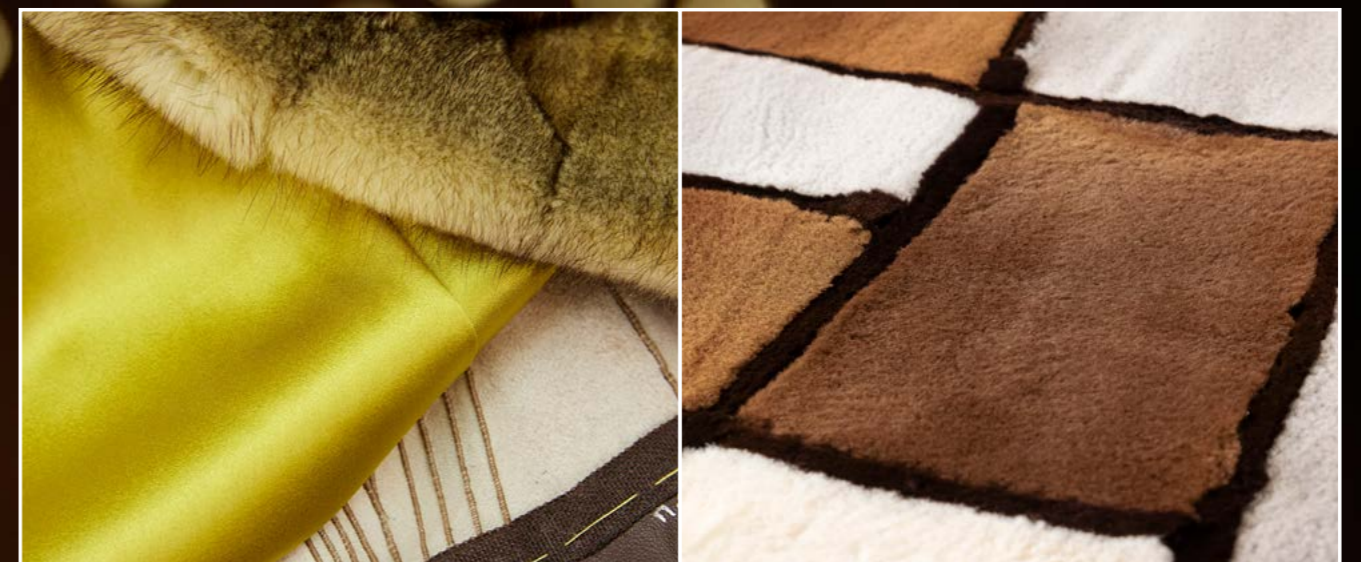
Capsule 1 : **Ludovico Bruno**

Capsule 2 : **Romeo Hunte**

# 4 capsule collections

So, what to expect...? This year we present more finished garments than ever before. Above all, this year's collection, with all four capsules, is about inspiration. And at the same time reflecting current trends and needs. It shows that fur is versatile, sustainable, and always on point, even when it doesn't look like traditional fur or is not used in a traditional way. Fur is a precious, natural material which doesn't lose its technical properties or allure even after years. And of course, each sample has a label with the RFID technology, allowing you to have full transparency at your fingertips. Just tap and trace!

We hope you love our collection and find lots of inspiration!



Capsule 3 : **Upcycling**

Capsule 4 : **Interior**

# Saga Furs x Ludovico Bruno

“The shift in our way of living immediately made me think of using fur in a different manner, keeping the properties of fur, but making it look different, not like traditional fur.”

– *Ludovico Bruno*

## Unisex Elegance by Ludovico Bruno

What if fur wouldn't look like traditional fur? One piece draws inspiration from the traditional Tapis Berbere, another embodies Haute Couture, one resembles a knitted sweater... Italian freelance designer Ludovico Bruno has crafted a unisex capsule collection designed for versatile styling and long-lasting wear.

"This capsule is a finished wardrobe for someone with a confidence, featuring a coat, a kimono, a sweater and a top with a touch of party flair. Most of the collection is intentionally unisex and suitable for anyone – for someone young styled with jeans and sneakers, or an older individual like a sophisticated Parisian gallerist seeking a more formal look, or even men," **Ludovico Bruno** explains about the collection.

In conversation with Bruno, we extensively discussed fashion and shifts in consumer behavior. These topics, coupled with a visit to Fur Vision Milan last year, ignited a concept in the designer's mind. Previous Fur Vision collection drew inspiration from Vogue's iconic 1966 photoshoot, the Great Fur Caravan, celebrating fur. The looks were voluminous, luxurious, and distinctly fur-like aesthetics. "I've observed a shift in the world, where 'luxury' has taken on a different meaning. We don't go to parties like we did, we don't even go physically to work, and external factors such as weather play a role. In Italy it was so warm during Christmas last year, there hasn't been cold weather to wear big fur coats," Bruno elaborates. (Nevertheless, he designed one l-a-r-g-e fox fur coat, and it is truly stunning!)



"So, this shift in our way of living immediately made me think of using fur in a different manner, keeping the properties of fur, but making it look different, not like traditional fur. And make it for everyday use." And we find the idea appealing. Traditionally, many still consider fur as having a classic look, often associating it with images from old photos or memories of our mothers and grandmothers wearing fur. Yet, how surprised these people are when they visit for the first time Saga Furs and witness the diverse colors and techniques of our samples archive that have evolved over the years.

"We all worked so hard to make this happen and I'm so excited for how this collection turned out!", Bruno adds. We couldn't agree more. The capsule is full of clever details and beautiful fur in natural colors. And we sincerely hope you like it as much as we do!

The Making of



no.  
**01**



**01\_ Kimono, mix of woven and knitted mink and yarn**

Pearl mink F natural  
White mink F natural



**36\_ Mix of woven mink and yarn**

Pearl mink F natural  
White mink F natural



**37\_ Mix of knitted mink and yarn**

Pearl mink F natural  
White mink F natural

no.  
**02**



**02\_ Top with braided mink tubes on tulle**

White mink F natural



**33\_ Rya mink on fabric**

White mink F natural



**34\_ Braided mink tubes on tulle**

White mink F natural

no.  
03

Capsule 1 : Ludovico Bruno



03\_ **Sweater with mink tubes on jersey fabric**

Pearl mink F natural  
Pastel mink F natural



35\_ **Mink tubes on jersey fabric**

Pearl mink F natural



38\_ **Airgallon mink**

Palomino mink F natural



no.  
**04**



04\_ "Carwash coat"  
Fabric coat with twisted  
fox fringes

Blue fox natural  
Blue Frost fox natural  
Blue Shadow Frost fox natural



15



39\_ Pocket with twisted fox  
fringes application

Blue fox natural  
Blue Frost fox natural  
Blue Shadow Frost fox natural



no.

5-7

Capitale | Ludovico Bruno

05\_ "Tapis Berbere"  
Blanket inspired piece,  
mink stripes on light fabric

White mink F natural  
Brown mink F natural



06\_ Mink puffer jacket with  
feathers intarsia on the back

Black mink F natural  
Brown mink F natural  
White mink F natural  
Silverblue mink F dyed Hawaiian Sunset  
Pantone 18-1249 tox



07\_ Denim inspired jacket  
in plucked mink

Plucked Brown mink F natural

no.  
8-9

Capsule 1 : Ludovico Bruno

08\_ Fox reversed jacket

Palomino Frost fox natural



8

18



8



09\_ Checkerboard mink and fox vest

Black mink F natural  
White mink F natural  
Silverblue mink F dyed Hawaiian Sunset Pantone 18-1249 tcx  
Blue fox dyed black  
Blue Shadow fox natural  
Blue Shadow fox dyed Hawaiian Sunset Pantone 18-1249 tcx



9

# Saga Furs x Romeo Hunte

"New York is major inspiration for my designs, whether its subway motifs or city-themed colorways. I love that the Saga techniques and craftsmanship gives me the free will to go outside the box and create something new, fresh, and dope."

– Romeo Hunte

# Edgy Glamour Meets Urban Inspiration

In collaboration with New York-based designer Romeo Hunte, Saga Furs unveils an exciting capsule collection that seamlessly marries African American heritage and the vibrant spirit of New York City. The Accessories capsule is a testament to Hunte's unique vision, with standout pieces like denim jeans featuring brick intarsia inspired by the iconic New York subway. True to Hunte's signature style, the collection boasts a fusion of vivid hues, sophisticated aesthetics, and an unmistakable edge. Catering to a younger demographic and meeting the demand in Asian markets, this fur collection resonates.

"The idea behind creating an accessories capsule was to offer a more approachable option for the younger audience. A full fur coat can sometimes feel overwhelming, which led us to this exciting collaboration," shares **Thea Larsen**, a furrier at Saga Furs. Accessories, inherently more versatile and often more budget-friendly, provide an entry point for many young individuals. It's no surprise that for many, their first encounter with fur is through a playful pompom, be it attached to their keys, bag, or hat. Naturally, our aim was to craft a collection that stands out, something unexpectedly delightful and not only a pompom.

This collection is thoughtfully designed to function as a cohesive ensemble – pairing jeans with a tank top, Timberland boots with cozy socks, complemented by a paper bag-inspired handbag, backpack, and hat. "My personal favorite is the giant Teddy bear backpack! It's not only a stand-out piece with ambitious design but also a fantastic way to capture the attention of the younger generation and to bring attention to fox in general," enthuses **Sofia Dimitriadis**, a furrier at Saga Furs.



She continues, "Despite its extravagance, it has the potential to be a breakthrough hit in certain markets. Our industry could greatly benefit from a product like this! That's the beauty of collaborating with diverse designers – they always bring something unexpected to the table."

Romeo Hunte New York is a lifestyle apparel brand known for its meticulous craftsmanship and innovative design. The Romeo Hunte individual embodies confidence, innovation, and a deep appreciation for the arts and pop culture. "New York is major inspiration for my designs, whether its subway motifs or city-themed colorways. My brand is easily recognizable for incorporating and combining lots of denim with other fabrics. My clients wear fur accessories all year round, and I think this collection is for everyone. Each piece you can make your own," **Romeo Hunte** explains about the collection.

With a client list boasting celebrities like Zendaya and Beyoncé, Romeo Hunte's designs have captured the attention of icons including Lewis Hamilton, Idris Elba, and Michelle Obama. In 2021, Vogue featured Romeo Hunte in an article titled, "How Romeo Hunte Is Quietly Redefining What It Means to Be an American Brand." And now, he designed a capsule for Saga Furs Fur Vision collection.

"I love that the Saga techniques and craftsmanship gives me the free will to go outside the box and create something new, fresh, and dope," Hunte continues.

We can't wait to hear your thoughts on this captivating capsule!

The Making of



no.

10

Capsule 2 : Romeo Hunte

24



10\_ Carton bag inspired mink bag

Palomino mink F natural  
Palomino mink F dyed black



40  
sagafurs.



40  
sagafurs.

40\_ Let-out technique

Palomino mink F natural



no.  
**11**

Capsule 2 : Romeo Hunte



**11\_ Rib knit socks with mink application**

White mink F natural  
White mink F plucked and dyed  
Limoges Blue 19-4044 TPX

White mink F natural  
White mink F dyed Flame Red 18-1662 TPX  
White mink F dyed black



41  
sagafurs.

**41\_ White and blue mink tubes on ribbed fabric**

White mink F natural  
White mink F plucked and dyed  
Limoges Blue 19-4044 TPX

26

no.  
**12**



**12\_ Teddy bear backpack in airgallon Blue fox with mink intarsia**

Blue fox dyed Blue Depths 19-3940 TPX  
White mink F natural  
White mink F dyed Peony Pink 15-1816 TPX  
White mink F dyed black



no.  
13-16

13\_ Denim trousers with mink and fox flame intarsia application

White mink F dyed High Risk Red 18-1763 TPX  
 White mink F dyed Flame Scarlet 18-1662 TPX  
 White mink F dyed Red Orange 17-1464 TPX  
 White mink F dyed Cadmium Yellow 15-1054  
 White mink F dyed Empire Yellow 14-0756  
 White mink F dyed black  
 Blue Shadow fox dyed Empire Yellow 14-0756  
 Blue Shadow fox dyed Flame Scarlet 18-1662 TPX



42\_ Flame mink intarsia

White mink F dyed High Risk Red 18-1763 TPX  
 White mink F dyed Flame Scarlet 18-1662 TPX  
 White mink F dyed Red Orange 17-1464 TPX  
 White mink F dyed Cadmium Yellow 15-1054  
 White mink F dyed Empire Yellow 14-0756  
 White mink F dyed black



14\_ Bunny ears hood in airgallon fox

Blue Shadow fox dyed  
 Flame Scarlet 18-1662 TPX



15\_ Mink tank top in airgallon

White mink F natural



16\_ Boots covered in mink

Brown mink F decoloured/bleached  
 Brown mink F Chocolate Brown  
 19-0912 TPX



43\_ Airgallon mink technique

White mink F natural



# Tap and Trace – Full Traceability at Your Fingertips

**Have you ever wished to trace the origins of your clothing, right down to the raw materials and manufacturing details?**

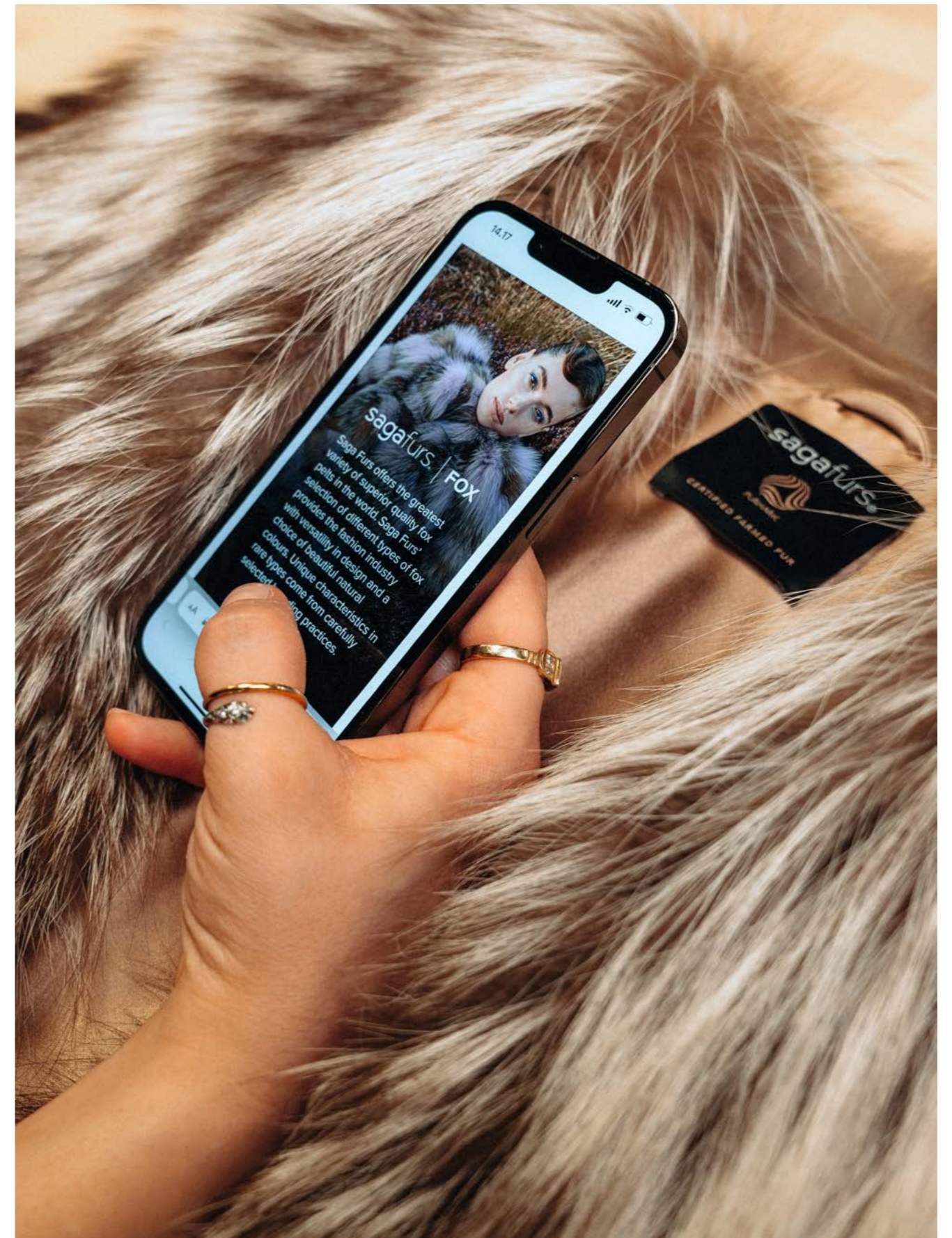
At Saga Furs, we firmly believe that true sustainability means full transparency. That's why we've introduced Saga Trac, an innovative RFID solution that empowers brands, designers, and manufacturers with unmatched transparency.

With Saga Trac, our customers can provide consumers with a guarantee of product integrity. A simple tap on a mobile phone unlocks secure and verifiable data, allowing consumers to trace the journey from the fur farm to the finished product. This includes

detailed information about the country and farm ID of the fur source, as well as the certification scheme on the fur farm – providing confidence of ethical treatment of animals.

Saga Trac has been developed to withstand the whole manufacturing process. It's both robust and scalable, adaptable to meet the unique preferences of any brand, from its visual presentation to the level of information disclosed.

Tap and Trace the garment labels of the capsule collections to witness Saga Trac in action! Elevate your commitment to sustainability and transparency with Saga Furs.





# Saga Furs Upcycled

“In case of old Fur Vision sample swatches which were square, it was really easy to put them together and make a big canvas for a garment pattern. Yet, this capsule encouraged us to think outside the box, fostering a mindset of resourcefulness and innovation.”

– *Thea, a furrier at Saga Furs*



The Making of

# Fashion Upcycling – Transforming Style with Sustainability

In recent years, the fashion industry has undergone a significant shift towards sustainability. Upcycling, a concept that involves repurposing discarded materials into new products, has gained momentum as a way to address the environmental impact of fast fashion.

Fashion upcycling isn't just about extending the lifespan of garments; it's about reimagining them. The result is unique clothing that reflects the wearer's personality and contributes to reducing fashion waste.

In the case of fur, there are people who don't want to buy new garments made of real fur but who understand the value of the material and are okay using vintage fur or a secondhand fur. We wanted to connect with these people as well, and that's how the idea of Upcycled collection was born. At the end of the day, no upcycled garment can be made without making a fresh fur garment first.

"This capsule collection is intended to be casual, not something you wear on special occasions or when you go to theater", says **Thea Larsen**, a furrier at Saga Furs.

The Upcycled capsule collection was inspired by effortlessly stylish Copenhagen girls. Those who you may see wearing tights, sneakers, basketball cap and sipping their morning Matcha on their way to Pilates class and having fur on their shoulders casually open. Or those young moms in their beanies, picking up double espresso in the coffee shop, before they bundle up and go for a morning walk with a stroller in a chilly park.

One of the most appealing aspects of upcycled fashion is its exclusivity. Since each



Before

piece is crafted from existing materials, the outcome is inherently limited in quantity. Samples 18 and 19 in Upcycled capsule collection are made using old Fur Vision sample swatches from our historical archive. Few samples are made using vintage fur coats with distinctive look from the past, but now they look and feel totally new and fresh!

While this capsule is compact, it showcases all the aspects of upcycling – upcycling fur garment, upcycling fur swatches, upcycling garments without fur and upcycling fur scraps. Upcycled fur collection on the other hand demonstrates the longevity of fur, it's versatility and forgiveness and various possibilities in terms of style.

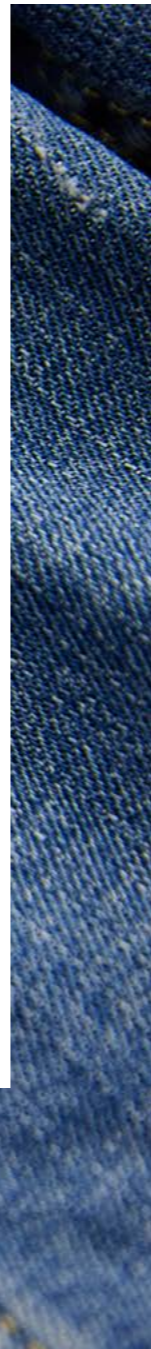
We hope this collection sparks inspiration and makes you think outside the box as well!

no.  
**17-18**

Capsule 3 : Upcycled

**17\_ Vintage denim jacket with detachable mink vest**

Silver Cross mink F natural from Saga Furs' old stock



**18\_ Mink coat made with upcycled old archive samples**

Various colours and types



**18A\_ Mink jacket made with upcycled old archive samples**

Various colours and types



no.  
**19**



**19\_ Fox coat made with upcycled old archive samples**

Various colours and types



**19A\_ Fox jacket made with upcycled old archive samples**

Various colours and types



no.  
**20-21**



**20\_ Fabric vest with upcycled mink lining**

Fabric from the Saga Furs' stock  
Vintage mink jacket from old sample archive



After



**21\_ Upcycled denim inspired mink jacket**

Vintage mink jacket from old sample archive

# Saga Furs Interior

"I love the concept of using fur as a wall decoration, and this sample's texture is exquisite and just right for this piece. I appreciate the idea that it doesn't immediately appear to be fur, and that I would admire this piece because it's beautiful, not just because it's fur."

– Sofia, a furrier at Saga Furs

The Making of



# “Since There Is No Place Like Home”

During the past years, the concept of "home" has evolved beyond being merely a place of residence. Today, it's a multifaceted space that serves as an office, a school, a gym, and more. This transformation has been accelerated by the COVID-19 pandemic, which forced many to adapt to remote work and online learning. The extended periods spent at home during lockdowns have elevated our living spaces to the status of sanctuaries, motivating people to invest more extensively in their homes.

“With this Interior Capsule we wanted to expand our knowledge also to other fields outside of Fashion, so that you could enjoy the beauty of Fur in the comfort of your own house”, explains **Vittoria Tosatto**, a furrier at Saga Furs.

Today, homes are designed with greater emphasis on functionality, but not only that. Well-being has become a central theme in both home and workplace design. People are also looking to create unique spaces that reflect their personalities and tastes. Shortly put, we do spend more time at home, and we invest more time and money to make our homes functional, beautiful, personal and our 'safe zone'. And fur is an excellent material for interior design as well – it is natural, long-lasting, unique, sustainable and craftsmanship at its best.

“You can use fur in so many ways. It can be a fur coat, but it can also be a wall decoration, blanket or a pillow. It is only up to you and your creativity. In terms of sustainability, this is obviously an excellent way to reuse and upcycle old garments that might not be suitable anymore to be remodelled. Why throw



it away while you can make a nice home décor piece”, Tosatto continues.

Especially we would like to highlight samples 27, 28 and 32. These are made with shaved Blue fox pelts and are intended to be used as durable carpets or as a central piece on a table. Someone may ask, why to grow foxes with their fluffy hair and then shave it? And it's a good question. Sometimes the fur might be damaged, but the leather part is still good to be used. And well, as a result of our product development we did experiment with a puffer coat few years ago, where instead of dawn filling, we used fox fur. Meaning – nothing goes to waste!

We hope that our first interior capsule collection inspires you and makes you think of the new uses of fur as well!

no.  
**22-24**



**23\_ Wall piece in mink, fox and leather**

Upcycled from samples archive:  
Artic Marble fox natural  
Black Cross mink F natural



**23A\_ Quilted fox between layers of fabric and suede wall piece**

Upcycled from samples archive:  
Gold fox natural leftovers



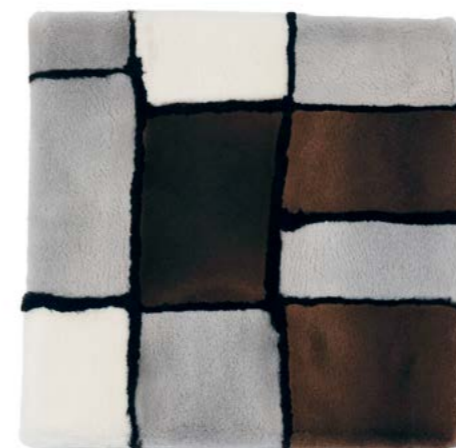
**22\_ Marble graphic wall piece in mink woven into net**

Upcycled from samples archive:  
Mixed mink waste stripes



**22A\_ Quilted mink with leather and fabric wall piece**

Upcycled from samples archive:  
Brown mink F natural



**24\_ Plucked mink framed wall piece**

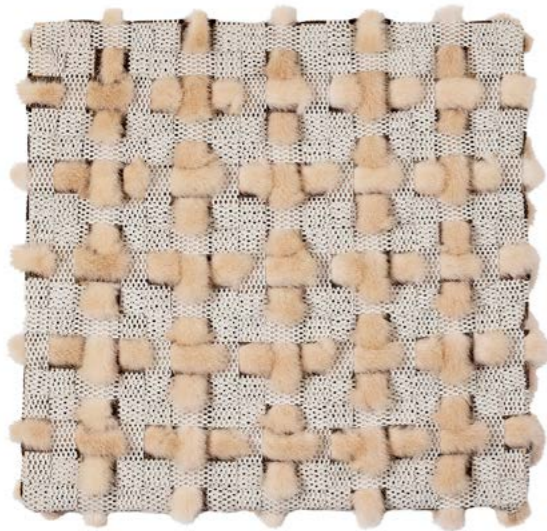
Upcycled from sample archive:  
Sapphire mink F natural  
Brown mink F natural  
White mink F natural  
Black mink F natural



**24A\_ Intarsia mink frame wall piece**

Upcycled from sample archive:  
Black mink F natural  
Mahogany mink F natural  
Brown mink F natural  
Palomino mink F natural  
Pearl mink F natural

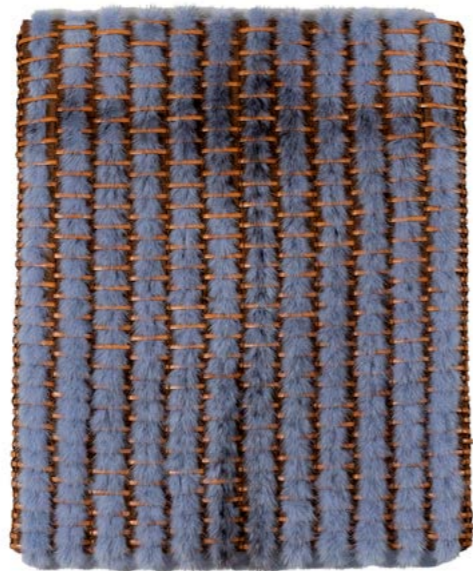
no.  
**25-27**



25  
saga furs

**25\_ Woven mink frame wall piece**

Upcycled from sample archive:  
Palomino mink F natural and leather



25  
saga furs

**25A\_ Woven mink frame wall piece**

Upcycled from sample archive:  
Black Cross mink F dyed Light Blue 16-3921 tpx and leather



26  
saga furs

**26\_ Lace table decoration with mink and fox flowers applications**

Fabric and fur from the Saga Furs' old stock:  
Shaved Palomino mink F natural  
Palomino Frost fox natural



26  
saga furs

**26A\_ Lace table decoration with mink and fox flowers applications**

Fabric and fur from the Saga Furs' old stock:  
Shaved Palomino mink F natural  
Palomino Frost fox natural

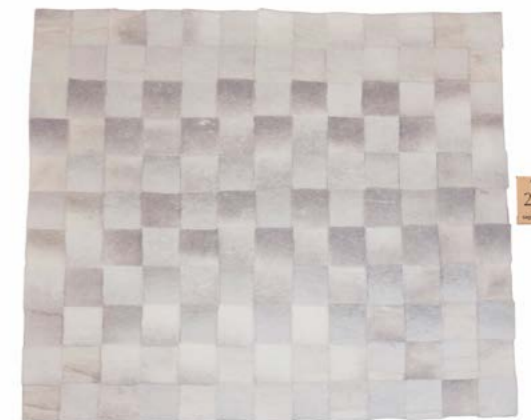
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27  
saga furs

**27\_ Carpet in shaved Blue fox in herringbone pattern**

Blue fox natural from Saga Furs' old stock  
Shaved by hand



27  
saga furs

**27A\_ Carpet in shaved Blue fox in checkerboard pattern**

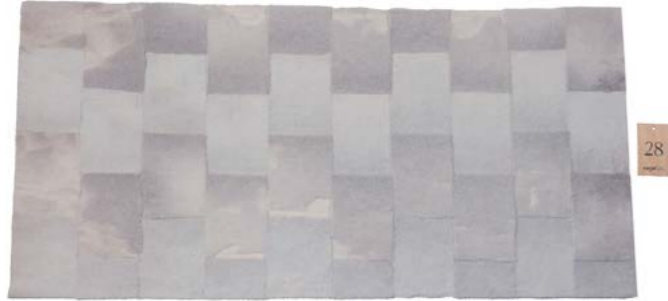
Blue fox natural from Saga Furs' old stock  
Shaved by hand



no.

# 28-32

Capsule 4 : Interior



28

28\_ Carpet in shaved Blue fox in brickbond pattern

Blue fox natural from Saga Furs' old stock  
Shaved by hand



28

28A\_ Carpet in shaved Blue fox in brickbond pattern

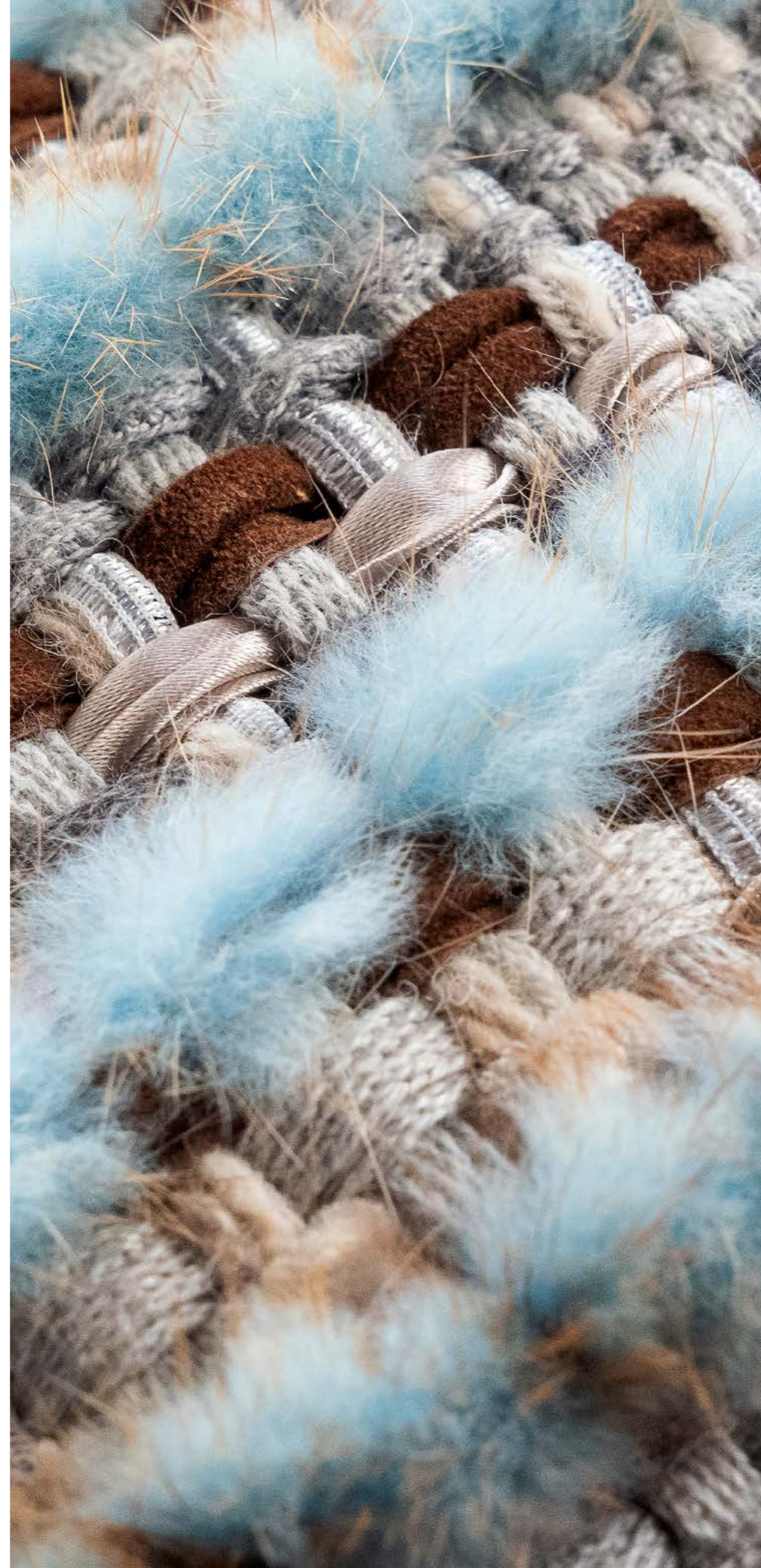
Blue fox natural from Saga Furs' old stock  
Shaved by hand



29

29\_ Blanket with mink fringes application

Fabric and fur from the Saga Furs' old stock:  
White mink F dyed  
Lightest Sky Pantone 11-4804 tpx



30

30\_ Pillow upcycled from old archive sample

Scanglow mink dyed blue  
Woven with mixed ribbons



31

31\_ Throw upcycled from old archive sample

White mink F natural  
Blue fox natural  
Woven with mixed ribbons



32

32\_ Lace inspired shaved fox table decoration

Blue fox natural from Saga Furs' old stock  
Shaved and carved by hand

48

49

# Credits & thank you's

## DESIGNER COLLABORATIONS

Ludovico Bruno, Italy  
Romeo Hunte, USA

## MANUFACTURER COLLABORATIONS

Active System Furs, Italy  
[www.activefurs.it](http://www.activefurs.it)

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Jonas Raaby (Photographer)

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All fur pelts used in the collection come from Saga Furs, the fur auction house.

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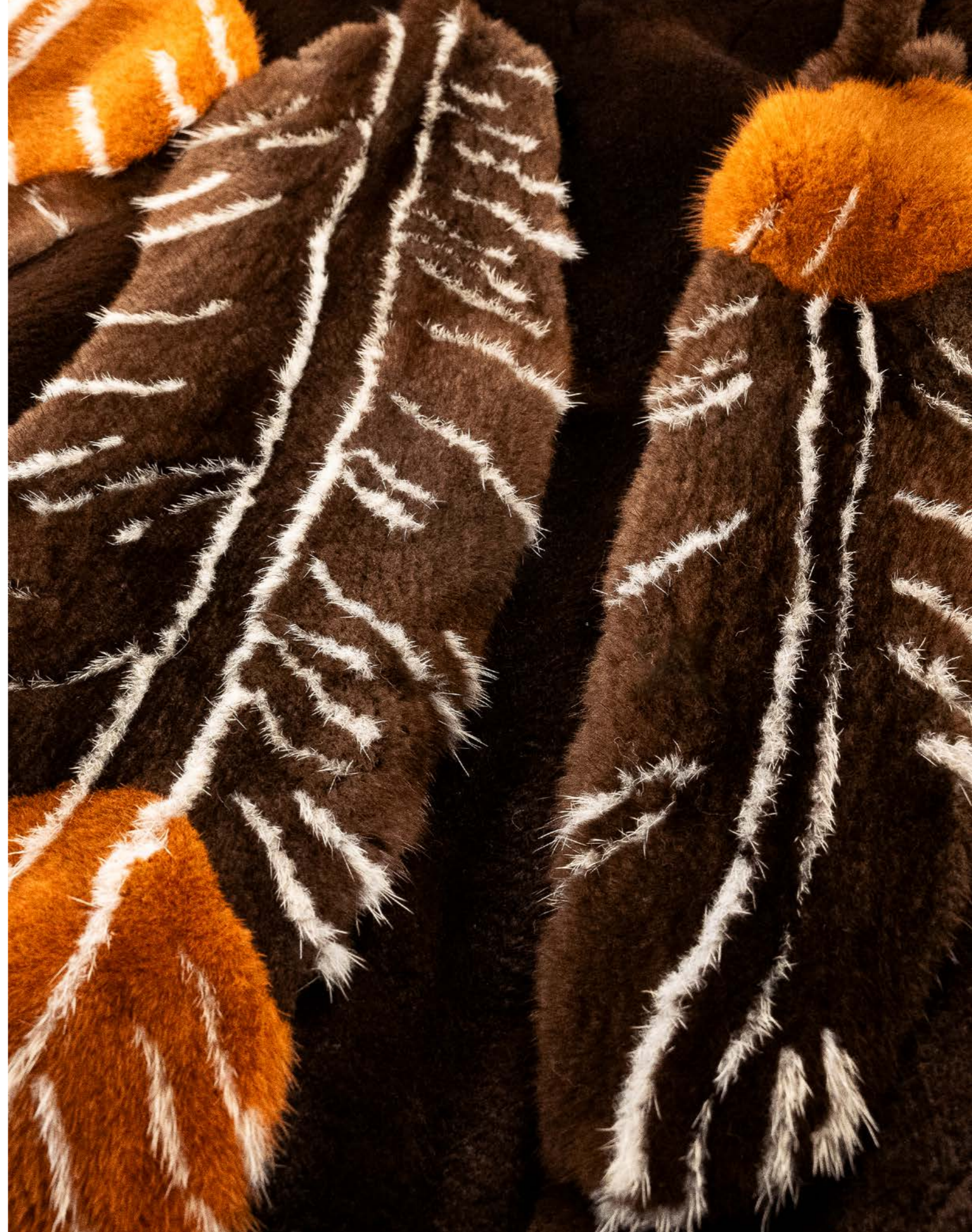
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