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### Study on the Innovative Design of Fur Clothing

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## Study on the Innovative Design of Fur Clothing

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**Key words:** Fur, Design, Fashion

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### Introduction

Fur industry plays an important part in the history of human civilization. With the change of the social conception and the innovation of processing technique, fur material enriches and develops by constant self-denial and fur garments have been endowed with new connotation. With the trend of young, fashion, diversity, fur has been a part of fashion. Today, fur has not only been used to cover ancestors' bodies and keep modest on their waists. Fur and leather industry will take sustainable development as its strategies and take environmental protection, exquisite fashion as its main melody of development [1].

### Development Status of Furs

**Foreign status.** International fur market is quite active. From the point of fur market discipline, the low-end and middle-end of market are more active. Although the amount of mink production in American is large, because of its high consumption, it still needs to import a great quantity of fur garments from Korea, Hong Kong, Canada, Greece and other countries and districts. The style primarily is long coat, the natural color is more popular than coloration. The fox skin trade in Nordic (Denmark, Norway, Finland, Sweden) occupies nearly 90% of the total trade in the world, only in Finland the trade has occupied 67%. Helsinki has become the largest international fur auction centre.

**Domestic status.** After the baptism of market economy, Chinese fur industry's general trend has formed which is international, fashion, branding. Specifically, Chinese fur industry has several obvious trends as followed:

Industry development tends to be mature. Fur clothing is getting fashionable. Domestic market expands rapidly. Market upgrade has become the order of the day. Effect of industry support is prominent. Brand operation is beginning. Application fields escalate. Except traditional fur garments, fur accessories has also been used in various kinds of fashion garments with large quantity of demand.

**Problems of Fur Industry in China.** However, facing the relatively good fur development tendency, we should realize that China is just a big fur production country not a powerful country. China has been facing a quantity of problems.

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