

Concept III

Textile-Based Product Solutions

EVEN BETTER THAN THE REAL THING

THE MERITS OF FAUX FUR OVER NATURAL FUR

STUDY BROUGHT TO YOU BY CONCEPT III AND THE HOHENSTEIN INSTITUTE

THE CHALLENGE

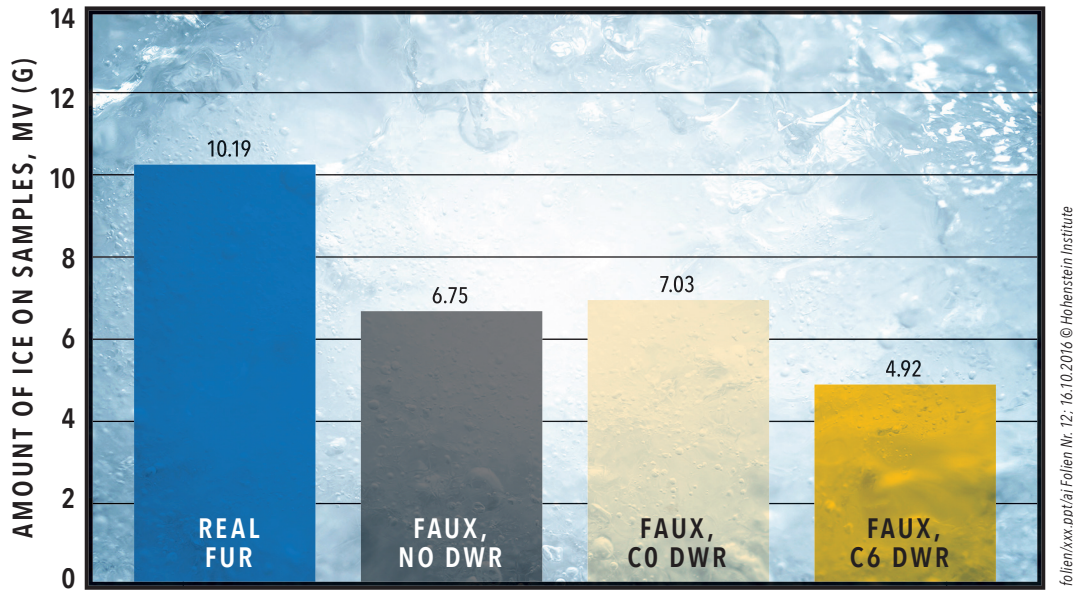
Today's consumers demand humane, responsibly sourced products from apparel brands. However, the appeal of natural fur's comfort and style remain huge selling points. To resolve this predicament, the industry must find a textile solution that retains the look and feel of real fur but eliminates its real-world implications.

THE STUDY

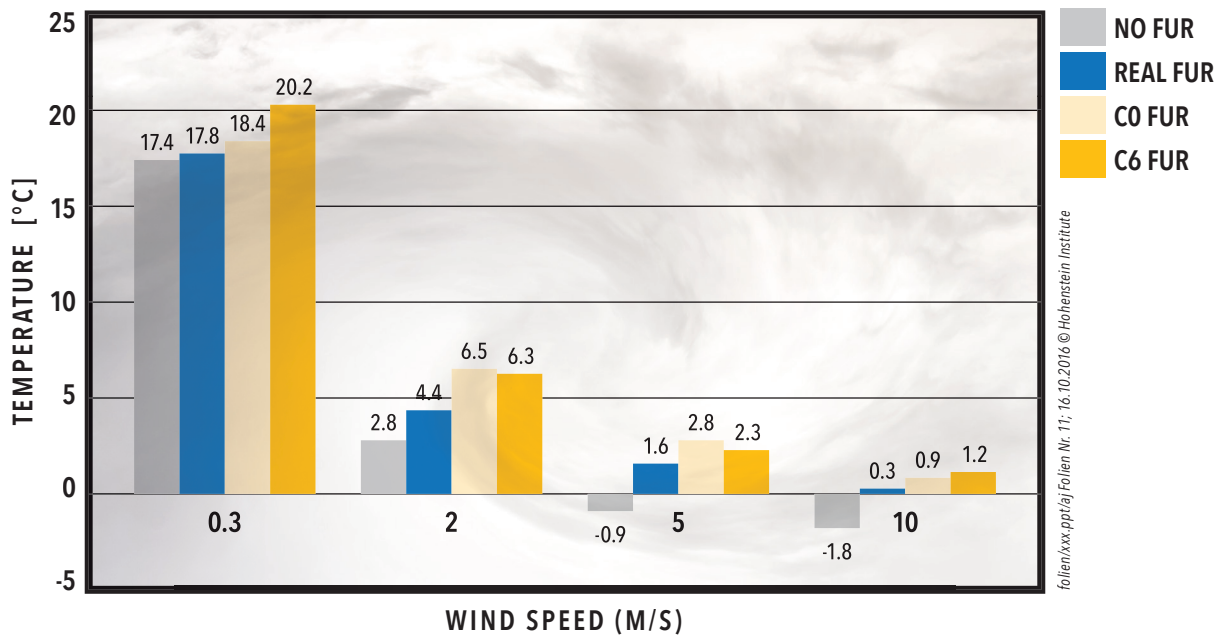
In collaboration with the esteemed Hohenstein Institute, Concept III conducted a study on real furs and synthetic, eco-friendly furs, comparing their capacities for icicle formation and wind retention.



ICICLE FORMATION



WIND RETENTION



THE RESULTS

The results demonstrated that synthetic furs aren't just as soft and stylish as regular fur, but they also perform better with regard to wind retention and icicle formation. These are words of relief for responsible consumers and apparel brands.



Since 1983, Concept III has partnered with mills located throughout the world to source, develop, and produce new fabric-based solutions for consumer apparel brands. www.conceptiii.com



For more than 70 years, the German-based Hohenstein Institute has been a leading research center devoted to the development, testing, and certification of textile products. www.hohenstein.com