

FURRY

K A L P A Z I D I S

press release

Fur Fashion FW17/18

Since more than 45 years, FURRY has lived up to its name and has developed itself from a furrier's workshop in the city of Frankfurt am Main to a fashion label whose greatest strength lies in traditional craftsmanship. With its FW17/18 collection, FURRY presents itself as extroverted as never before.



FURRY is the love child of traditional furriery and clear design aesthetics. The name says it all: FURRY stands for noble fur and high-quality leather fashion, combining a reductionism in which extravagance and elegance are no opposites.

Family Affair. When Greek-born Nikolaos Kalpazidis entered his father's company in 1979, he had been running the furriery in Frankfurt on the Main for almost a decade together with Nikolaos' uncle Perikles. In the 1990s, Nikolaos took over the company and opened his first showroom in Pescara and started working with Italian top designers. At the turn of the century, Nikolaos Kalpazidis returned to his roots and moved the company location of FURRY to Kastoria, Greece – as a natural consequence of his uncompromising quality standards.

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Since the 15th century, coats, jackets and accessories made out of carefully selected furs and leathers have been created in Kastoria, the stronghold of furriery craft. FURRY is a family business until this day. While Nikolaos himself is in charge of the commercial threads, 20 of the best furriers in the world work on the artisanal implementation of the latest designs at the manufactory. The lamb and rabbit furs processed by FURRY are a byproduct of the food industry. All other furs, such as mink and sable, come from European breedings that guarantee Animal Welfare.

Top Stylist becomes FURRY head of design. Agata Gold, stylist and co-owner of the Vienna downtown boutique Sterngasse 4 – The Fashion Deli, is known in the industry as a trend scout. Since her marriage with Nikolaos Kalpazidis, Agata Gold has also joined the creative team of FURRY. Through her instincts as a stylist, which she perfected over the years, the creations of the label are now evolutionarily developed and present themselves in new cuts and a broader color range. "The body of work of the FURRY FW17/18 collection moves away from shades of gray and natural tones, towards mystical nuances such as oxblood, aqua, metals and camouflage prints. With the new models we want to balance the timeless elegance with the trend", says Agata.



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