What the Faux!? Faux-REAL?!

Zeitgeist of the times: 1910s

Fake furs were created a little over a century ago, first seeing the use of it in the 1910s (Hines, 2015). In the early days of faux fur, it was made out of leftover fibers from other fabrics such as velvet, corduroy, plush and carpets called pile fabrics that were looped together to create faux fur (Fake Fur, n.d).

In the 1960s protests started wanting to stop the use of endangered animals and large cats. Over the years the protest expanded to include all animals and their well-being. In the 70s a manufacturing company by the name of E.F. Timme & Sons launched an ad campaign targeting the fur in fashion and promoting the use of faux furs within the industry ("A Brief History of Faux Fur", 2017).

Today faux fur is widely accepted and is made to look exactly like real fur. Over the years more and more designers have incorporated faux fur in their collections. In the latest Fall/Winter 2018 fashion shows such as Givenchy, Gucci, Stella McCartney, Chanel and Michael Kors featured faux fur outerwear (Salessy and Nield, 2018). While others are just beginning to incorporate faux fur into their collections.

Faux Fur

Faux fur began in the early 1910s, it was created for the lower class to emulate the upper class. More realistic faux furs began to be created in the 1950s. Silk was being used to create faux furs similar to leopard, gazelle, and mole. Synthetic pile fabrics like Orlon and Dynel were starting to be used more often. Those manufacturing faux furs were beginning to develop fabrics to resemble mink, beaver, raccoon, pony, and giraffe ("A Brief History of Faux Fur", 2017). In the 1960s conservatives and activists started protesting the use of real animals for fur. By the 1990s faux fur was more widely known and fur retailers and fur sectors in department stores began to close and in 2002 fur farming became illegal in the United Kingdom. Today faux fur is incredibly popular and preferred over real fur by millions. Some are even considering today as "the fall of fur". With faux furs becoming increasingly popular in fashion it gives brands the opportunity to give the consumers great products and amazing styles (Hines, 2015).

In the Fall/Winter 2018 fashion shows the faux fur coats were inspired by the 80s. The faux fur coats had wide shoulders, were oversized and nipped in at the waist with tied leather belts at the Givenchy show (Klein, 2018). The faux fur coats in the Chanel F/W 2018 show, had short lengths the coats ended at the hip while, the coats in the Givenchy show ended at the ankles.

Figure 3: Givenchy F/W 2018
(Imaxtree, 2018)

Figure 4: Chanel F/W 2018
(Tashjian, 2018)

Fabric

Fake fur is a type of textile fabric designed to simulate genuine animal fur. It is known as a pile fabric and is typically made from polymeric fibers that are processed, dyed, and cut to match a specific fur texture and color. First introduced in 1929, advances in polymer technology have tremendously improved fake fur quality (Madehow, 2017). Today's fake furs can be nearly indistinguishable from the natural furs they imitate. Fur is one of the oldest known forms of clothing, and has been worn by men and women for a variety of reasons throughout history. While quite desirable, real fur had the disadvantage of being expensive and in short supply. For this reason, fake furs were introduced on the market in 1929. These early attempts at imitation fur were made using hair from the alpaca, a South American mammal. From a fashion standpoint, they were of low quality, typically colored gray or tan, and could not compare to exquisite furs like mink or beaver. However, the fabric was inexpensive and warm, so manufacturers continued to develop improved versions of the fake fur, trying to give it a denser look, better abrasion resistance, and more interesting colors.

Color

Faux fur comes in a plethora of colors such and neutrals, brights and pastels. Though neutral colors may be the go to for complimenting every outfit, A bright faux fur will instantly cheer you and everyone around you up when the temperature drop. From chic patterns to head-turning colors. (RUTKOWSKI, 2017). Pantone's fall/winter color palette indicates that colors such as Valiant red, Nebulas blue, Ceylon yellow, Ultra violet, Crocus Petal, Limelight, Russet Orange, Quetzal Green, Red Pear, Martini Olive, Sargasso Sea (blue),Tofu (creamy white), Almond Buff (camel), Quiet Gray, and Meerkat (burnish brown) would be the must have colors for fall/winter 2018 (Pantone, 2018). Exhibitors at UBM Fashion's MAGIC trade show targeted social influencers — and their followers — with outspoken, Technicolor fur coats, bags and trims for fall collections. The idea of social-friendly pieces permeated the show: Powerhouse, colored fur options constantly eclipsed minimalist and understated coats (WWD, 2017).Colored fur trims on puffer coats also contributed an unexpected aspect to men's outerwear. Especially of note was Moose Knuckles' puffer coat for the gents that boasted a baby pink fur trim on its hood.

PANTONE 19-1536
Red Pear
Deliciously deep red,
whose luscious depth
entices.

PANTONE 18-1549
Valiant Poppy
Brave and outgoing red
shade effusive in its allure.

PANTONE 18-4048
Nebulas Blue
Reminiscent of twilight, a
thoughtful, starry-eyed
blue.

PANTONE 15-0850
Ceylon Yellow
Savory and spicy yellow
adds an exotic touch.

PANTONE 18-0625
Martini Olive
Smooth, sophisticated and
urbane green adds depth
to the Fall/Winter 2018
palette.

PANTONE 16-1255
Russet Orange
This forest floor orange
speaks to earthen warmth.

PANTONE 18-3838
Ultra Violet
Inventive and imaginative
Ultra Violet lights the way
for what is yet to come.

PANTONE 15-3520
Crocus Petal
A cultivated and refined
hue adds a light and airy
spring-like feeling demand.

PANTONE 12-0740
Limelight
Animated and effervescent,
a pungent yellow-green
becomes the center of
attention.

PANTONE 18-5025
Quetzal Green
A deep elegant blue-green
hue suggestive of rich
plumage.

PANTONE 19-4031
Sargasso Sea
Boundless and fathomless
blue mooring the palette.

PANTONE 11-4801
Tofu
Creamy white staple.

PANTONE 14-1116
Almond Buff
Natural baby camel hue
with understated appeal.

PANTONE 14-4107
Quiet Gray
Unobtrusive and timeless
soft gray.

PANTONE 16-1438
Meerkat
A highly adaptable toasty
burnished brown.

Fendi, Salvatore Ferragamo, Gucci, Versace and Rodarte all had punch-packed furs on display for fall 2016. From Ferragamo's zigging and zagging color maze to Fendi's opulent, striped rendition, fall 2016 was all about celebrating individuality and

uniqueness. These looks spoke to larger cultural movements such as equal rights for women and minorities, which have only gained momentum since the time of the fall 2016 fashion season.

The trend has unsurprisingly been wildly popular among street-style influencers during the current fashion season. Model Sara Sampaio was captured wearing a bright pink, cheetah-printed coat. Blogger-turned-designer Leandra Medine of Man Repeller was seen wearing a green-and-white cropped jacket during New York Fashion Week. Meanwhile Olivia Palermo was snapped wearing a wine-toned fur duster during Milan Fashion Week and Giovanna Engelbert was spotted in a Miu Miu orange fur coat that was heavenly (Doupnik,2017). Due to the trend recurring for four consecutive years , one can assume that faux fur is only going to get better over time . It's fine like wine and fun.

Styling

There are many ways to style faux furs due to the variety of patterns, colors and sizes available. Faux Fur can also be found in many different styles like animal, Velboa, shag, bear skin, and other animal faux furs (onlinefabricstore, 2017). Each type of faux fur has a distinct pile and nap. The "pile" refers to the fur itself, notably the length and softness. The "nap" is the direction that the fur pile is leaning. Faux fur can be really messy so when cutting, flip to the wrong side and try to only cut the backing using a razor blade or X-acto knife. If you're going along the grain you can rip instead of cutting, it will rip in a straight line. When sewing, it helps to lengthen the stitch and try to hold the fur to the side.

Silhouette/ Fit

The silhouettes of fur coats are forever changing in the pendulum of fashion. Since its inception, faux fur has transformed the fur coat market. It has made the fashion industry more conscious about the materials in which they use and taking into consideration the negativity surrounding the use of real fur pelts. For Giorgio Armani's Fall/Winter 2017 collection, he decided to no longer use real fur for his future collections (Olivia, 2016). Other designers including Stella McCartney has paved the way for the fashion industry to follow in order to be completely free of animal hides and pelts. Such choices allow for designers to expand their creativity in terms of color and silhouette aspects. Faux fur has hit the form of women's outerwear in so many different subcategories. In Clare Waight Keller's collection for Givenchy F/W 2018 show, oversized fur coats were seen with leather belts at the waist (Klein, 2018). The furs used in this collection were comprised of faux fur materials. The coat in Figure 3 for the Givenchy F/W show, resembles that of real fur coats of the 1980's. These coats closely mimic real furs, showing how the production of faux fur has improved since its debut in the 1920s.