

1930-1940

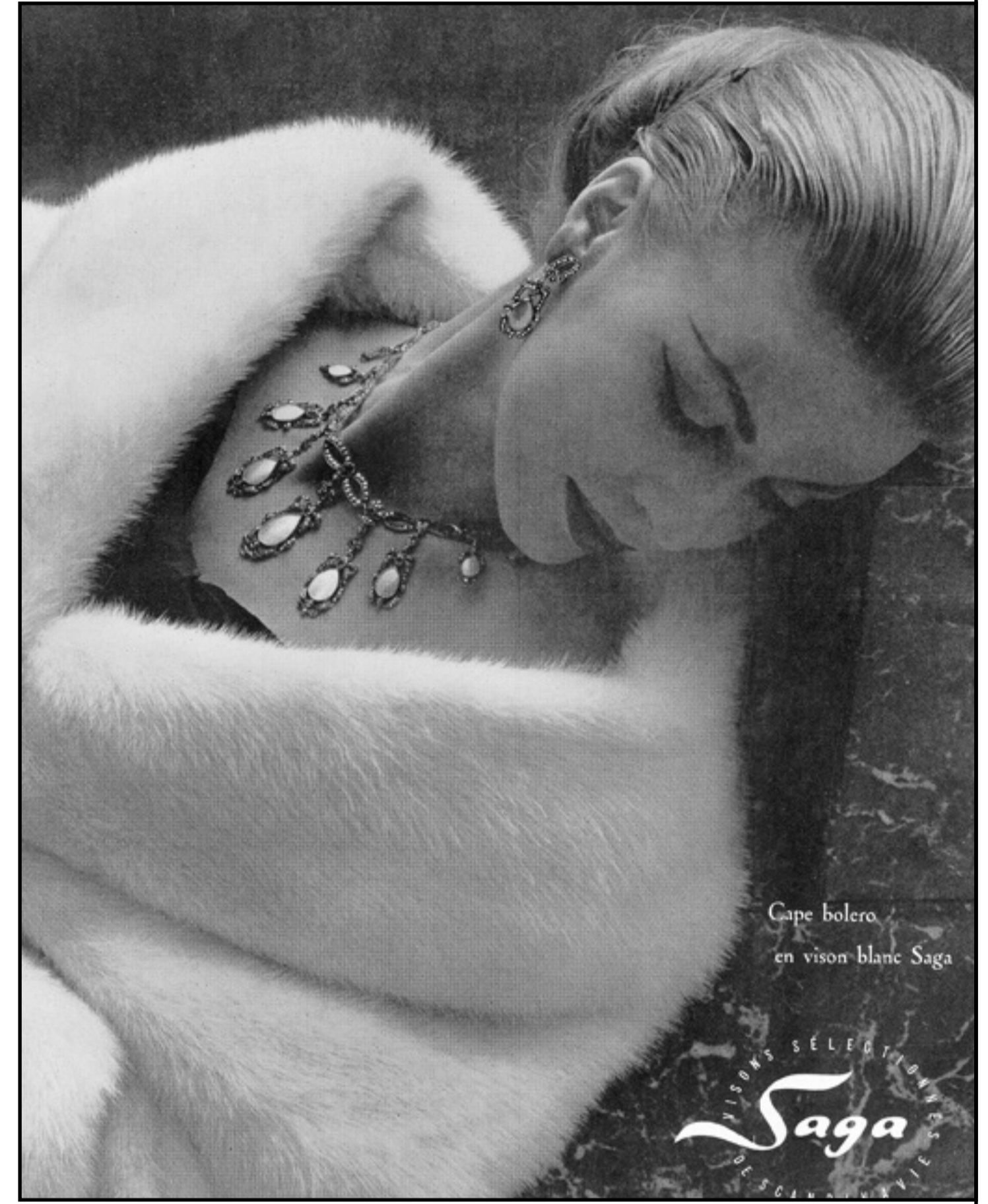
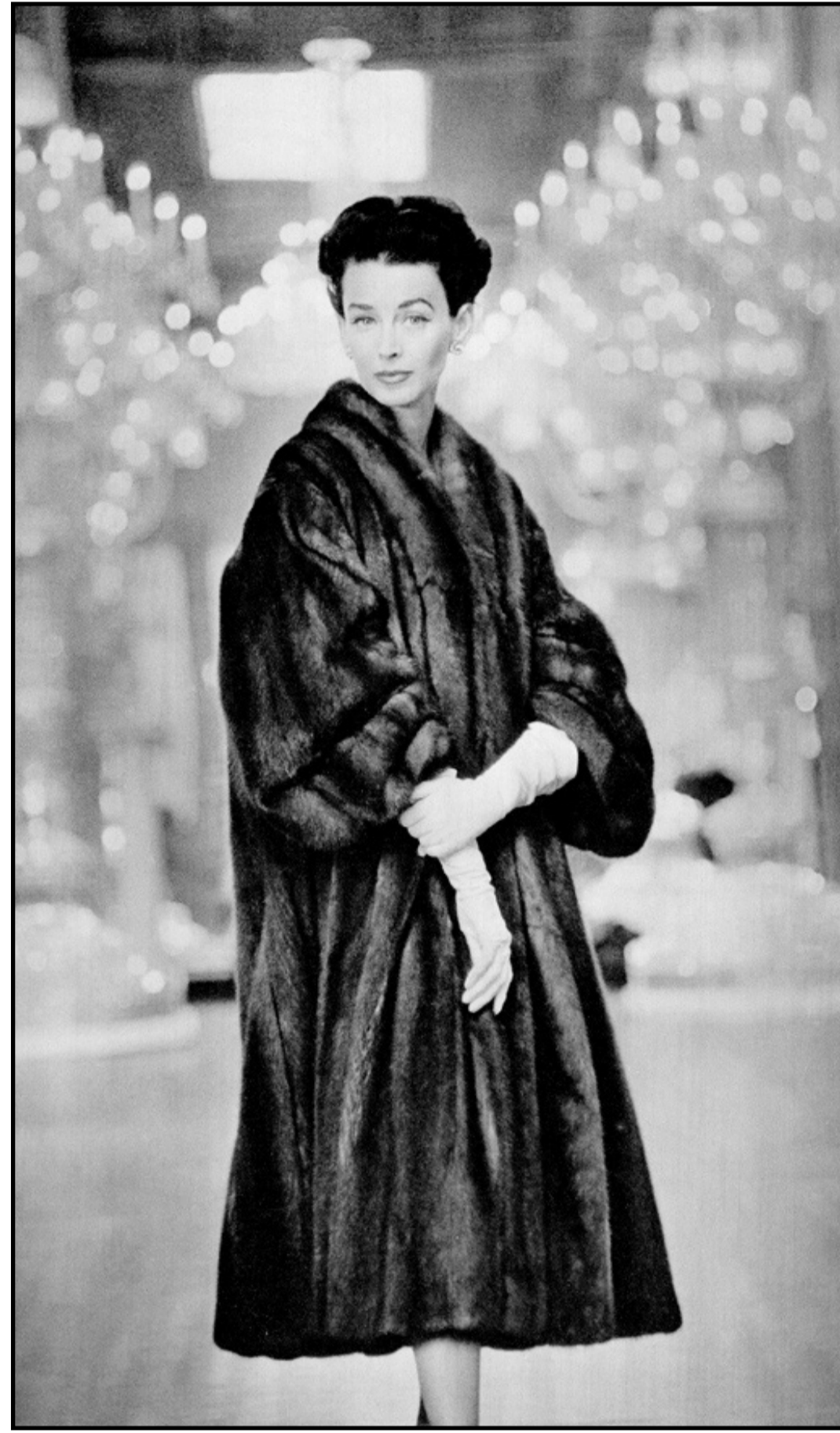


The Saga Furs auction house was founded in 1938 by the Finnish Fur Breeder's Association. The first local auctions took place in the 40s - laying the cornerstones for the international brand and auction house that lives today.



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1950

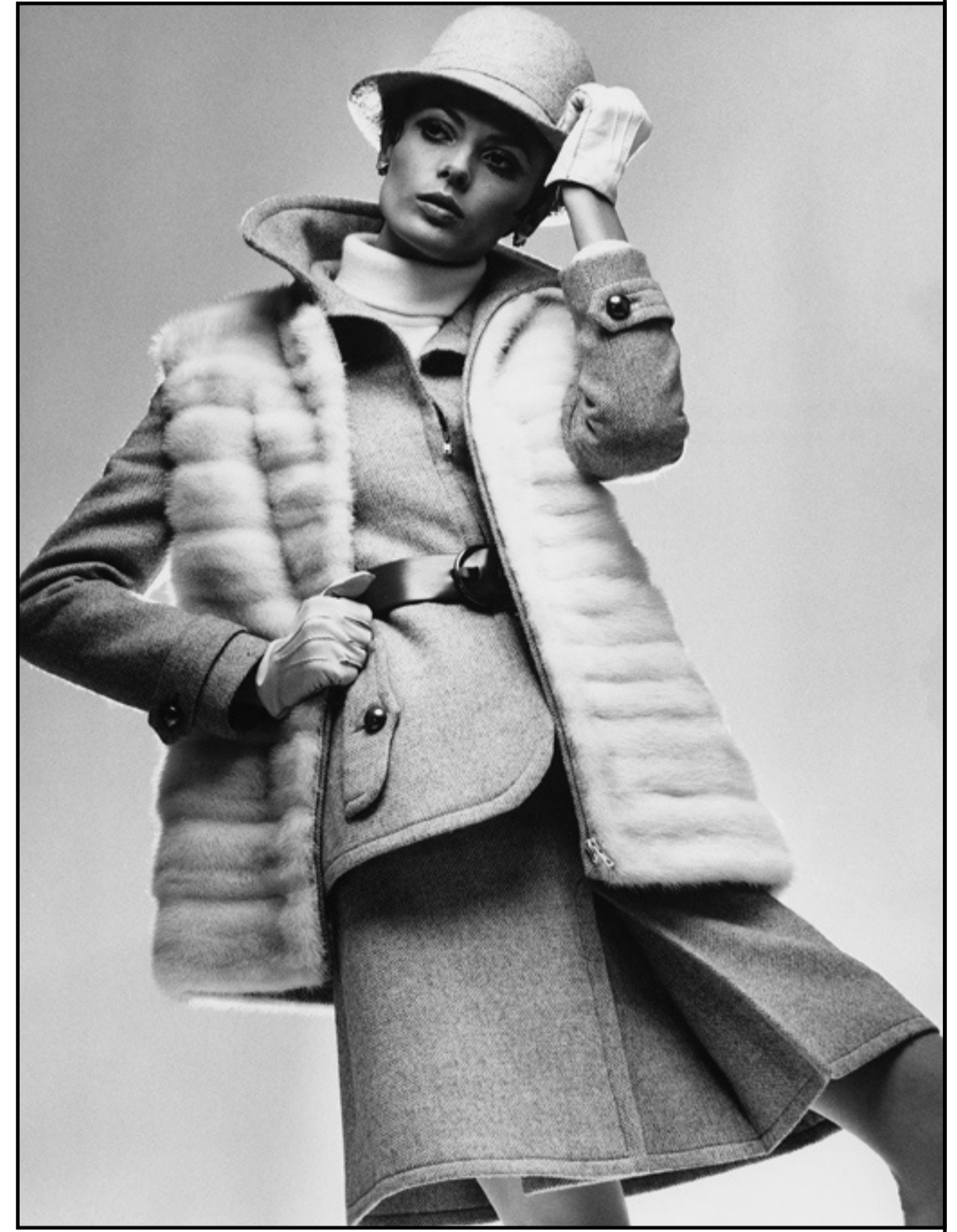


By the 1950s, the first international fur auctions were held in Finland and it was during this time that Saga Furs established its reputation not only as a quality fur brand but as a premiere partner for the fashion industry.

When Saga Furs graced the pages of Vogue magazine in the late 50s it was simultaneously placed in the limelight of fashion attracting attention from the best in the industry. The brand went on to build enduring relationships with leading Paris fashion houses throughout the next decades.

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1960



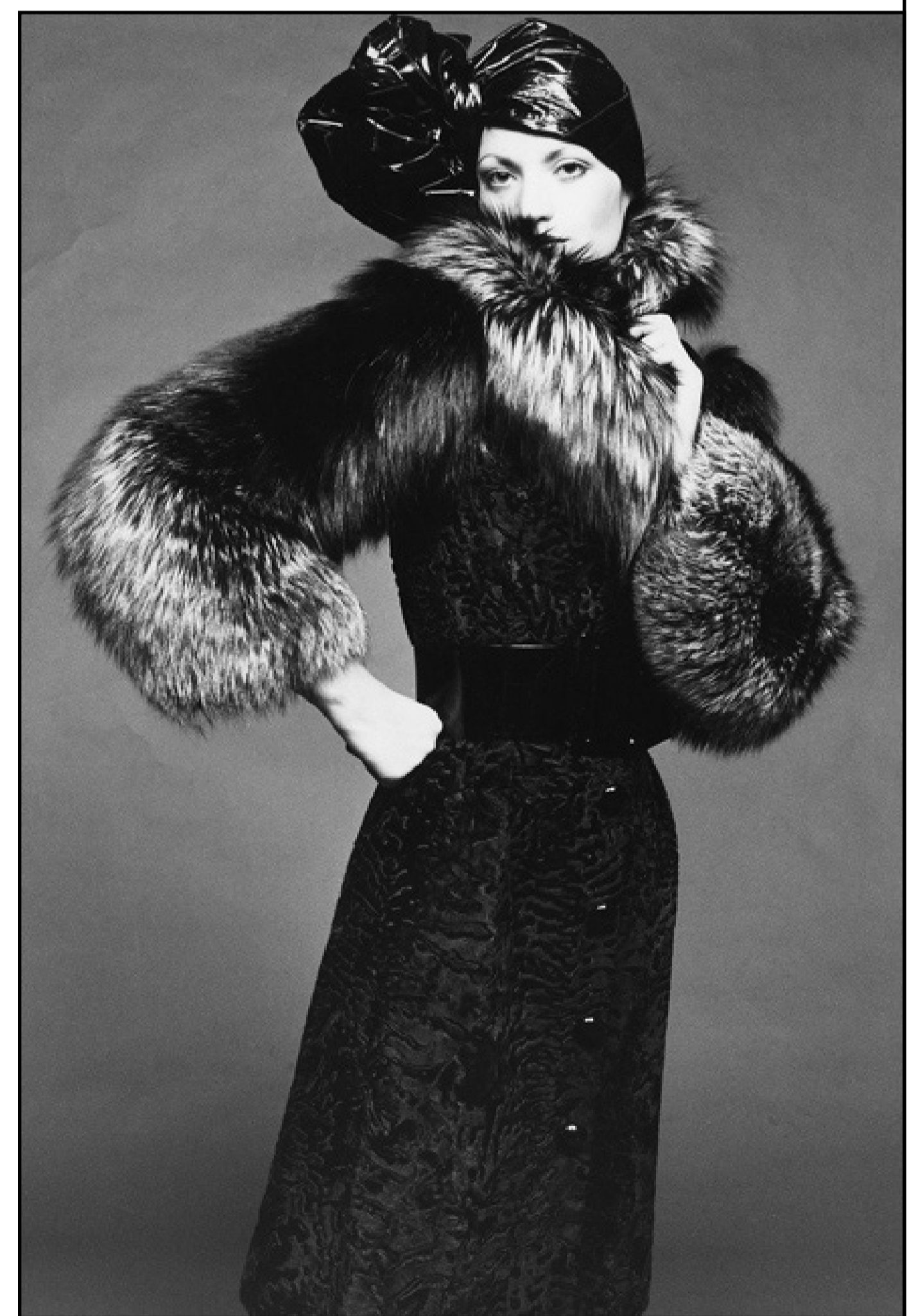
Saga's pioneering efforts during these years in improving its business operations and making significant investments in animal feed and breeding, ensured the high quality characteristics of the pelts that Saga Furs has become known for. By the end of the 1960s, the Saga Furs brand had made its mark as 'the name' associated with premium quality fur, high fashion, innovation, and trusted partnerships within the industry.

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1970



By the 70s Saga Furs recognized that young designers would pave the way for the future. By working with international design schools through competitions and partnerships, Saga Furs inspired a whole new generation of designers who started testing new techniques and innovating how fur could be used in fashion. Saga Furs' vision and pioneering initiatives towards the young design community ensured that fur would remain an integral part of designers' collections for decades to come and that Saga Furs would be at the helm. The 1970s were also the time that Saga Furs entered the Chinese market.



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1980



Saga Furs opens the doors to its newly built Fur Centre in Finland and hosts the first auction at its new premises. It also becomes the first fur company to go public when it's listed on the Helsinki Stock Exchange. Saga Furs' partnerships with the fashion world become the backbone of the brand's strategy as the Design Centre opened its doors in 1988. The first wave of designers visited to seek inspiration, learn about innovative techniques, and to get trained on the craft. This was a milestone that changed the fashion picture forever.

Also, the first major fur fashion show was held in Beijing to celebrate 10 years of pioneering in China.



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1990



The 90s brought massive development for the brand and new techniques from the Saga Furs Design Centre further revolutionized the use of fur in fashion. The Design Centre also became the first to innovate with fur in home décor - sparking new trends in home fashion. And when the Design Centre turned 10, Saga Furs was celebrated by the 'who's who' of the global fashion industry for its visionary efforts and its superior quality and craft. In 1996, Saga Furs celebrated 20 years in China with an event featuring international designer collections.

Additionally, during the late 90s automated grading machines further improved the reliability of Saga Grading System.



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2000



As the world rang in the millennium, Saga Furs rang in major achievements in ethical and sustainable practices. In 2008 it introduced the industry's first CSR policy and also in 2008 Saga Furs lead the industry again by joining the UN Global Compact initiative for responsible corporate policies. It also launched the first Traceability System that enabled consumers to trace the material in a garment back to the farm of origin.

Additionally, Saga Furs launched 'Fur Vision' in New York - a bespoke event for the fashion industry that transported the Design Centre's craft, innovation and new techniques to fashion capitals around the globe. New York's success was followed by events in Milan, Paris and London.

Partnerships that were formed during this decade include Jennifer Lopez's Sweetface collection in 2005.



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2010



The Saga Furs Certification and Traceability System achieved recognition as the platinum standard in the industry - receiving accolades from fashion brands, buyers, and consumers alike. And during this time the ultimate quality label, Saga Lumi Royal®, was introduced.

This period also marked significant milestones in Asia. Fur Vision Asia was launched in 2015 bringing this prestigious event to cities like Beijing, Shanghai and Seoul and inspiring a whole new wave of creativity in the Asian market. 2016 marked the 30th year anniversary of Saga Furs in China. And in 2018 Saga Furs launched a training program at BIFTPARK HN to extend its fur innovation and craftsmanship to the creative talents for the future in China.

Today, Saga Furs works closely with more than 23 international design schools and is proud of the fact that more than 30 000 visitors have walked through the doors of the Design Centre.

Additionally, the world recognizes Saga Furs as the ethical pioneer of sustainable and responsible practices.

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