

## Fur Product Label

The requirements of the Act are set forth below. The following reflects the elimination of the \$150 exemption effective March 18, 2011. The Fur Product Labeling Act covers all apparel, footwear, and hats.

### **Real Fur:**

The label must have the following requirements:

#### **Labeling:**

1. The label stating “real fur”
2. Animal name
3. Name or RN of the manufacturer, importer, marketer or distributor
4. Country of origin of the fur preceded by the phrase, “fur origin”
5. Whether the fur is pointed, dyed, bleached or artificially colored
6. Whether the fur product is composed in whole or substantial part (more than 10% of surface area) of pieces, such as paws, tails, bellies, sides, flanks, ears, throats, heads, scraps, or waste fur
7. Whether the fur is used or damaged
8. The textile or wool content of any part of the product

**Size:** Labels must be a minimum of 1 ¾ by 2 ¾ inches.

**Durability:** The label must be durable enough to remain on the fur until it is delivered to the consumer.

**Lettering:** The required information must be no smaller than 12 point type, with all parts of the information in letters of equal size and conspicuousness.



\*This label is not the exact label size requirement of 1 ¾ inches by 2 ¾ inches.

### **Faux Fur:**

For faux fur the only requirement is for the label to have “faux fur” reflected on a label or tag.

\*E-mail the real fur and faux fur label examples to [VendorCompliance@Genesco.com](mailto:VendorCompliance@Genesco.com) for approval.