

INTERNET

## Pologeorgis Furs to launch ecommerce as part of brand expansion

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*Pologeorgis Furs*

By STAFF REPORTS

New York-based Pologeorgis Furs has announced plans to expand its Web presence to include ecommerce this coming fall.

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The furrier, founded in 1960, has strong ties to the fashion industry with Balmain founder Pierre Balmain creating Pologeorgis' first fur collection. Since then, Pologeorgis has worked with the likes of Michael Kors, Ralph Rucci and Alexander Wang, as it has developed its brand into a full service operation.

### Fur service

Part of Pologeorgis' full service agenda includes the introduction of ecommerce for its consumers outside the New York area.

Scheduled to launch in September, the user-friendly site will feature curated pages, design inspiration and a section recommending gifts. A search function will allow consumers to filter furs by style, color, sizing and price point for a seamless shopping experience.

Pologeorgis has timed the ecommerce launch to coincide with its fall/winter 2015 collection. The latest line will include outerwear and accessories for men and women as

well as an edit of home goods.

The collection is made using the finest quality furs including mink, sable, broadtail, chinchilla, swakara and shearling sourced from around the world.



*Pologeorgis Furs' current Web site, sans ecommerce*

Beyond its own ecommerce, Pologeorgis will continue to be carried at select luxury retailers nationwide and by special order. Pologeorgis also offers custom climate controlled vaults to store consumers' furs at its New York loft.

Although the use of animal fur has many opponents, a number of luxury brands trace their beginnings in this sector of the fashion industry.

For example, Italian fashion brand Fendi hosted its “Un Art Autre” exhibition in Hong Kong to celebrate the brand’s fur making.

The exhibition celebrated Fendi’s then-new boutique opening in the Landmark shopping center in Hong Kong. Fendi likely drew attention to the new store with this exhibition, as well as educating Hong Kong locals and visitors about the brand and its history with fur ([see story](#)).

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