

GEMMI
furs





















Gemmi Furs 2012–2013

Modern style for the urban man

Gemmi Furs Oy is a traditional Finnish fur maker, whose collections for women and men represent quality and practicality in timeless fashion. The inimitable quality of the fur apparel designed and manufactured in Finland is completed by skilful handicraft. The modern, ultra-light Gemmi fur garments are equally suited for both business and leisurewear. The advantage of using modern lightweight textiles means that it is also easy to carry the furs when travelling.

The men's collection stems from functionality, lightweight and offers a good fit. Reijo Ojala has designed for the modern, urban man a collection where business clothing blends with a more informal leisure style. The sporty end of the range is represented by the ultra-light jacket and parka models, which are well suited for really active leisure time. The collection also reflects the ideas of the young designer Annika Heikinheimo.

The fabrics are of top quality and light, ranging from 100% silk to modern technical fabrics. The down-to-earth colour chart relying on the tones of brown and green is spiced up by strong trendy colours combined with black.

The luxurious furs have been selected from the best raw materials and worked skilfully as required by their purpose of use: long-haired, coloured, plucked or cut. The fur options comprise mink, blue fox, raccoon, fisher and nutria.

The new material in the collection, being sheepskin, is of the best Spanish Merino lamb. The group of four models show fur garments from an elegant coat to a short jacket decorated with abundant contrast stitching. The slightly worked raw edge gives the garments a modern look.



2510



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2641



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6616



6638

**We wish you warmly welcome to see
our Collection for winter 2012/2013
at the following events during this spring:**

WHO'S NEXT

21st–24th January 2012
Paris Expo, Porte de Versailles, Hall 7.2.
Stand F88

CIFF, COPENHAGEN INTERNATIONAL FASHION FAIR

2nd–5th February 2012
Bella Center, Center Boulevard 5, Copenhagen
Stand B5-22

COLLECTION PRESENTATION DURING CPD

4th–7th February 2012
Hilton Düsseldorf, Georg-Glock-Strasse 20, Düsseldorf
Rheinlandsaal Showroom Nr 253

STOCKHOLM MODEVECKAN

8th–11th February 2012
Stockholm Modecenter, Gustaf de Laval's torg 8, Nacka
Showroom MSR 1.15

COLLECTION PRESENTATION IN ZÜRICH

14th–15th February 2012
TMC Trendhouse, Thalackerstrasse 17, Glattbrugg
Stand 452 A

MODEWOCHE MÜNCHEN

18th–21st February 2012
Bayerischer Hof, Promenadeplatz 2–6, München
Atrium

HKIF & FF

25th–28th February 2012
HK Convention and Exhibition Centre
Stand 5E06

CPM, COLLECTION PREMIÈRE MOSCOW

28th February–2nd March 2012
Expocenter Krasnaya Presnya, Moscow
Stand 7–3A12

MIFUR, INTERNATIONAL FUR AND LEATHER EXHIBITION

4th–8th March 2012
Fieramilanocity Exhibition Centre
Portello Area



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