

GEMMI  
furs





## **Gemmi Furs 2012–2013**

### **Modern and classic, sophisticated details**

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.

In the women's collection designed by Kisu Aho, modern classic design meets a relaxed sporty chic. The collection also reflects the ideas of Annika Heikinheimo and Merja Parkkinen, two young designers.

The wintery coal black, coffee and cinnamon tones find a counterbalance in the warmth and light of golden beige, mature cherry red and lilac prune tones. The luxurious furs have been selected from the best raw materials and worked skilfully as required by their purpose of use. All textiles combined with the fur can be either in opaque lacquer or have a more moderate matte surface.

Modern classicism is represented by the matte reversible fox fur coats with a fabric or leather surface. Their windproof and moisture repellent fabric protects and warms even in the most demanding circumstances. Functionality and adaptability are highlighted in the city-style trench coat, which represents layered clothing at its best: the lizard-patterned coat contains a reversible nutria jacket, which can also be used on its own. Friends of trendy street fashion will find a favourite for example in the reversible fox vest or fisher jacket.

The possibility to select from different fur options brings additional variation to the collection, which is already versatile. As an example, the luxurious large marten collar in combination with 100% cashmere wool is a classic choice. The nature of the coat changes when the collar material is of a wilder fisher fur.

Different furs have been combined in the coats with a rabbit lining, where the decoration is traditional feminine blue fox, silver fox, or sportier chinchilla rabbit. The luxurious combination of marten and weasel, in turn, works in the feminine reversible model provided with a zipper.

The high-quality shearlings made of Merino, Tuscany or Astrakhan lamb delights in the sporty jackets with a zipper and in the parka with a checkered pattern. A more feminine option is provided by the long buckled coat following the contours of the body, or by the shorter sheepskin jacket.

**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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