



GREAT GREENLAND
FURHOUSE





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GREAT GREENLAND IN HARMONY WITH NATURE

Seals and their skin have always been at the heart of the Greenlandic culture and way of life. For thousands of years, the beautiful skins of these wild and free-living animals have sustained human survival in Greenland's extreme arctic conditions. This makes Greenlandic seal skin not just an exquisite and unique cultural product but an expression of a healthy arctic environment.

In Greenland, the seal is hunted as it has been for thousands of years. Hunters operate in harmony with their environment, working alone from their boat or dog sled. Despite the fact that the western world has contributed with modern hunting aids, Greenlandic hunters prefer to rely on their traditional knowledge to ensure that they work humanely and sustainably. In the rough and merciless environment in which it takes place, Greenlandic seal hunting still constitutes individual achievement of the highest caliber.

2012 Collection "Around the World"

This luxurious collection combines high-class international design with exclusive sustainability. It contains outerwear designed for every occasion – from elegant evening jackets to functional everyday coats – as well as a wide range of beautiful accessories and footwear for both men and women. The two designers behind the 2012 collection are Nickie and Rita Isaksen, also known for their ISAKSEN design line "Greenlandic Spirit". They use their extensive experience with the fashion, design, fur, leather and textile industries to take their traditions of stylish functionality and minimalism to a wider international audience.

Greenlandic seal leather

The GREAT GREENLAND 2012 collection by ISAKSEN contains a new range of high quality shoes, boots and accessories made from Greenlandic seal leather. This unique material is renowned for being sustainable, highly durable and naturally breathable.







ISSIK



Great Greenland is a modern company that draws on thousands of years' experience with Greenlandic seal skin to unite traditional and sustainable seal hunting with international fashion.







Greenlandic seal skin is naturally breathable, highly durable and uniquely luxurious







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landic seal skin to unite traditional and sustainable seal hunting with international fashion.











Hunting and fishing is, and has always been, at the very heart of Greenlandic culture and identity.

Sustainable luxury

In Greenland, seal hunting takes place as it has done for thousands of years to sustain the hunter's family, community and way of life. Although all of the seal is used in some way, the skin is one of the most unique and valuable parts. Its natural qualities such as water resistance, durability and breathability combined with its warmth and elegance has made Greenlandic seal skin a prized luxury all over the world.

The waters around Greenland are home to many large populations of different seal species. To ensure the sustainability of these populations, the Greenland Institute of Natural Resources constantly monitors these living resources. This means that when you buy a seal product from Great Greenland, you can be sure that it is produced with the highest ethical and sustainable considerations.

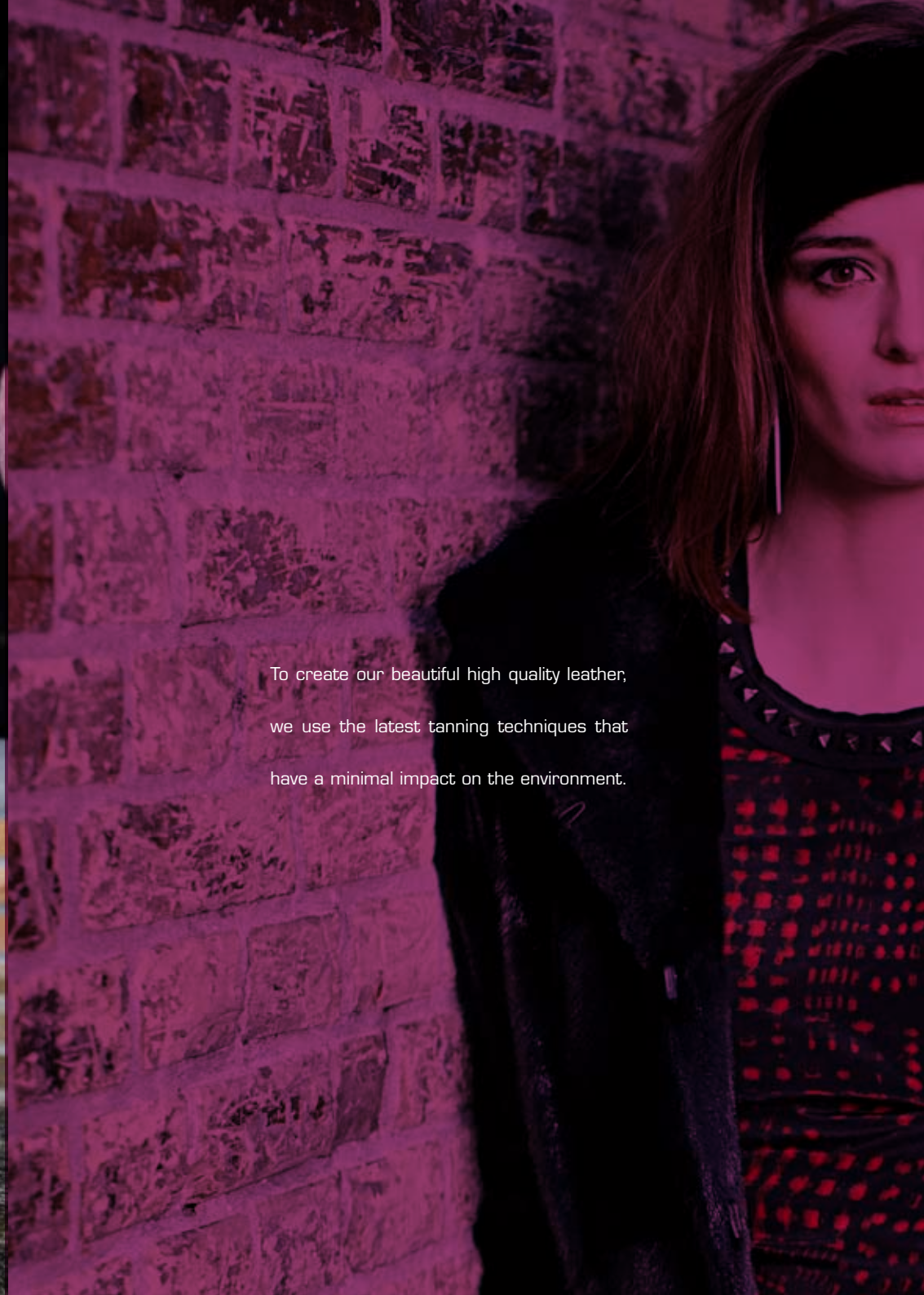








Great Greenland is a modern, ethical company that respects and takes responsibility for maintaining the sustainability of the Greenlandic environment.



To create our beautiful high quality leather,
we use the latest tanning techniques that
have a minimal impact on the environment.









Greenlanders take pride in the way they hunt and only ever hunt fully-grown animals as a vital means of survival for their families and communities.











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32 - SAUNEQ



07 - SINAQ



15 - QIVI



31 - QILA



14 - JULIANE



19 - AARUNA



03 - GANAK



25 - MALIA



20 - MANU



36 - MALINA



05 - AVIAQ



18 - ALEGA



18 - ALEGA



01 - SISSI



02 - ISA



26 - SARA



06 - APILEG



27 - PIPALUK



38 - MALIKI



22 - MALU



33 - NIVI



29 - PANIK



30 - AAVIAAJA



34 - NUNU



02 - SOFIA



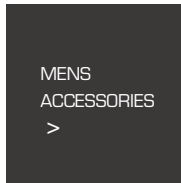
13 - BOLETTE



04 - AJA



21 - NANNA



24 - AQGALUK



041 - INUNGUAG



040 - TØNNES



23 - ILANNGUAG



B19 - ERNEERAQ



018 - KAAKA



018 - KAAKA

DESIGN COLLECTION by ISAKSEN design

"Greenlandic Spirit"



01 - NIKKI



18 - MAKKA



03 - KAKALIK



17 - AMI



05 - IVALU



14 - INALUNNGUAG



07 - NUKAACA



16 - AJAJA



02 - PILU



10 - PANEERAG



06 - PAARNAG



11 - ARNAJARAG



09 - NAPU



12 - PANINGUAG



15 - SAPU



21 - IKIUNA



20 - NAASOQ



0A - NAVARANA



00 - NIVIKKA



05 - ARI



04 - AATI



03 - SALIK



0d - ISAAK



07 - MIKI



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DESIGN COLLECTION by ISAKSEN design
"Greenlandic Spirit"

PROJECT MANAGER :
Nickie Isaksen

PHOTOGRAPHER :
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ART DIRECTION / STYLING & MAKEUP :
Tine Berg

GRAPHIC DESIGN :
Karburator

MODELS :
Kathrine Kirk 2pm & Lars Ilannguaq Angelo Sørensen



A close-up photograph of a surface where white paint is peeling away, revealing a greyish-brown substrate. The peeling paint is in various stages, with some large patches still attached and others chipped away. A faint, semi-transparent map of Greenland is overlaid on the image, centered behind the text.

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