



possumdown[®]
it's a bit wild

SEASON 2018/2019

possumdown[®]

it's a bit wild

Possumdown[®] is arguably the world's rarest and most luxurious fibre. It is a special blend of wild brushtail possum fur and super-fine merino lambswool.

Possumdown[®] is incredibly soft and light, yet much warmer and more water resistant than merino.

Brushtail possum fur is similar to polar bear fur because each minute fur fibre is hollow, so that it gives you superior insulation without all the bulk. In fact, wearing Possumdown[®] feels like being inside an armoured cocoon of weightless warmth. Try some on and see for yourself.

We've taken this unique New Zealand super fibre from the wilds of New Zealand to the world and found that celebrities, designers and our valued customers appreciate Possumdown's[®] quality, luxury and longevity.

Many prefer Possumdown[®] over angora and cashmere (both very common and grown anywhere in the world).

New Zealand is the only place on earth where brushtail possum fur can be legally harvested. So it remains extremely scarce on a global basis. You could say it's the pink diamond of eco-luxury fibres.

By wearing Possumdown[®] you'll be helping to protect New Zealand's natural plant and wildlife from being desecrated by the brushtail possum – an introduced species that feeds on our native trees and bird's eggs.

To read more about the surprising and unique qualities of Possumdown and to hear the amazing story of how our inventive company was the first to create the fibre, go to www.possumdown.co.nz

There is only one Possumdown[®]. Wear the original.

Possumdown[®] – **it's a bit wild.**

Fabric Colours



Amethyst



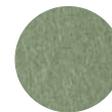
Aviator



Black



Denim



Flax



Fuchsia



Ruby



Natural



Riverstone



Teal



Wine

Care instructions

- Cold hand wash in mild detergent, rinse well
- Do not wring
- Do not tumble dry
- Dry flat in shade

women's

NEW

INDENT ONLY



W766 Long Abstract Coat

S M L XL XXL - *Black/Riverstone*

Luxury at its best. Divinely warm with a felted feel. You'll want it to be cold every day of the year. The clever details keep it versatile.

Season 2018/2019



*Black/
Riverstone*

*Fuchsia/
Natural*



W767 Steam Punk Blazer

S M L XL XXL

Black/Riverstone, Fuchsia/Natural

Two tone texture gives this blazer a classic vibe. The quirky addition of classy crystal buttons elevate it to a new level. But don't be scared to wear it with your favourite jeans!



Black/White White/Fuchsia White/Natural White/Teal

W764 Chevron Cropped Jumper

One Size - *Black/White, White/Black, White/Fuchsia, White/Natural, White/Teal*

Wear these with leggings and boots and your day is going to be fabulous. Layer up with a long line top underneath for a great bodyline.



White/Black

INDENT ONLY



Black



Natural

W573 Tweed Coat with Fur Collar

XS S M L - *Black, Natural*

Supreme quality, luxurious warmth. This investment piece has a timeless style that will never date.



Teal



Amethyst



Aviator



Black



Fuchsia

W729 Long Sleeve Cowl Neck Jumper

S M L XL XXL - *Amethyst, Aviator, Black, Fuchsia, Teal*

The flattering wide cowl suits a bigger bust as well as those who can't wear high necks.

Season 2018/2019

RELAXED FIT



Black



Flax



Fuchsia



Natural

Aviator



Riverstone



Ruby



Teal

W751 Ladies V Neck Jumper

S M L XL XXL

Aviator, Black, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal

You'll wonder how you ever coped without it. A perpetually versatile piece.



Amethyst



Aviator



Black



Fuchsia

Ruby



Natural



Teal

W328 Fine Cable Jumper

S M L XL XXL - Amethyst, Aviator, Black, Fuchsia, Natural, Ruby, Teal

Classic fine cables for elegant warmth. This piece doubles as weekend or work wear.

NEW

CLASSIC FIT

Riverstone



Black

W763 Sleeveless Tank

S M L XL XXL - *Black, Riverstone*

A contemporary trans-seasonal piece. Layer it up or throw over a top to add warmth and style.

CLASSIC FIT

Natural



Aviator



Flax



Wine



Riverstone

W362 Beaujolais

S M L XL - *Aviator, Flax, Natural, Wine, Riverstone*

Scandinavian style for ski and après ski. Greater warmth means less layers for a sleek modern look.

Season 2018/2019



Amethyst



Aviator



Fuchsia



Riverstone

W364 Batty Tri-stripe

S M L XL XXL - *Amethyst, Aviator, Fuchsia, Riverstone, Teal*

Contemporary style for office or casual. Can be dressed up or down for day or evening. Fuller figures can wear this - try it on.



Teal

RELAXED FIT



*Aviator/
Natural*



*Black/
Natural*



*Fuchsia/
Natural*

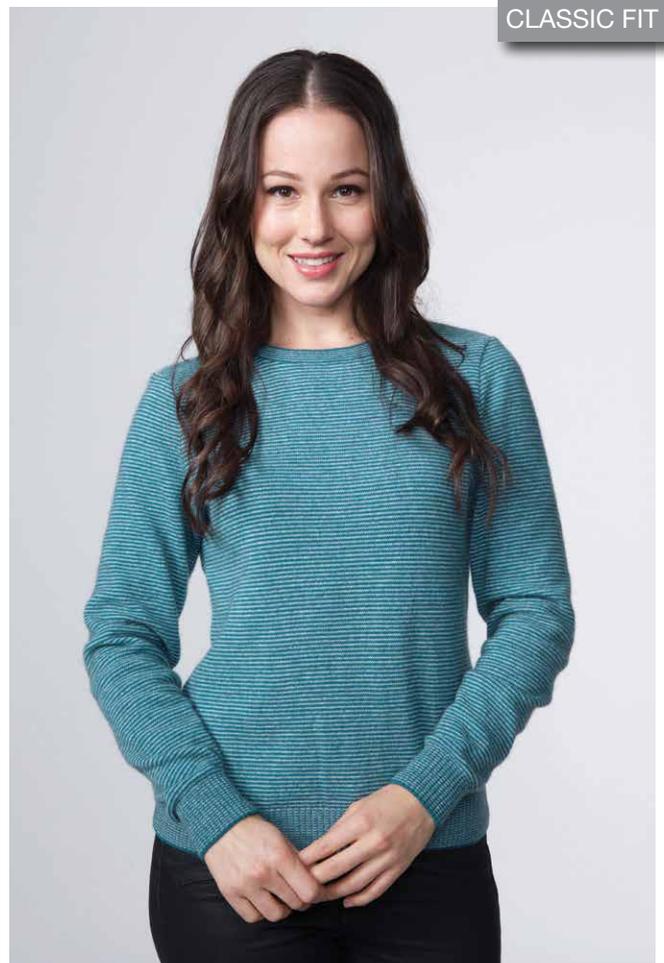


*Teal/
White*

W104 Crew Neck Striped Jumper

S M L XL - *Aviator/Natural, Black/Natural, Fuchsia/Natural, Teal/White*

A casual, easy-to-wear piece perfect over jeans. The subtle stripe adds a touch of class.



CLASSIC FIT

NEW



Denim



Black



Natural



Riverstone



Ruby

W765 New Hour Glass Cardigan

S M L XL XXL - *Black, Denim, Natural, Riverstone, Ruby*

A contemporary version of an old favourite. Classically styled, this garment is very flattering on.

NEW



Riverstone



Black



Denim



Teal

W752 Roll Neck Tunic

S M L XL XXL - *Black, Denim, Riverstone, Teal*

Weekend or office. Layered or solo.

Season 2018/2019



Black



Riverstone



W641 Blanket Coat

One Size - *Black, Riverstone*

Classic, timeless and totally versatile. Throw over anything to dress up.



Abstract



Aztec



Chevron



Abstract



Aztec



Chevron

W753 Chevron Jacket

S M L XL XXL

Abstract, Aztec, Chevron

Possumdown's signature jacket is back. Classic Black with a great collar and cuff detail. Pockets keep it practical and the shape will flatter everyone.

RELAXED FIT



Black



Flax



Ruby

W326 Golf Jacket

S M L XL XXL - *Black, Flax, Ruby*

Zip into warm weekends with a sporty twist.



Ruby



Aviator



Black



Fuchsia

W757 Cable V Neck Cardigan

S M L XL XXL - *Aviator, Black, Fuchsia, Ruby*

Timeless, elegant, effortless. Neatly shaped keeping it classically feminine.

Season 2018/2019



Amethyst



Aviator



Black



Flax



Fuchsia



Natural



Riverstone



Ruby

W460 Two Way Shrug - One Size - *Amethyst, Aviator, Black, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal*

A versatile wardrobe essential. Wear it long or short to create a different look.



Teal



Amethyst



Aviator



Black



Natural



Riverstone



Ruby



Teal

W602 Cocoon Wrap - One Size - *Amethyst, Aviator, Black, Denim, Natural, Riverstone, Ruby, Teal*
 Stylish warmth for city or country. Doubles as a knee rug for travel. Flatters fuller figures. Classic or casual wardrobe essential. Adorned with a luxurious natural possum fur pin.





Natural/White



Black/Red



Black/White



Denim/White



Natural/Black

W417 Fern Wrap

One Size

Black/Red, Black/White, Denim/White, Natural/Black, Natural/White, Flax/White



Flax/White

The delicate fern pattern adds finesse to this generously long wrap. The silver and ponga ferns native to NZ provide habitats for our natural fauna. When you take home Possumdown you're helping to protect that environment. Perfect for travel and doubles as a knee rug or flight blanket.



Teal



Amethyst



Aviator



Black



Denim



Flax



Fuchsia



Natural



Riverstone



Ruby



Wine

W409 Cable Poncho - One Size

Amethyst, Aviator, Black, Denim, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal, Wine

Add a splash of colour to any ensemble. This is a take anywhere, never be without piece. It's large enough for superior warmth but still light. The perfect travel companion.

Season 2018/2019



Amethyst



Aviator



Black



Denim



Flax



Teal



Fuchsia



Natural



Riverstone



Ruby



Silver

W459 Long Poncho

One Size - Amethyst, Aviator, Black, Denim, Flax, Fuchsia, Natural, Riverstone, Ruby, Silver, Teal

Envelope yourself in luxury. Accessorised or played down, these colours will take you anywhere.



Natural



Riverstone



Teal

NEW

Natural



W758 Square Poncho

One Size - Natural, Riverstone, Teal

Clever, effortless comfort combining both fun and style.



Black



Copper



Ruby



Silver

W635 Ripple Lace Shawl

One Size - *Black, Copper, Ruby, Silver*

Endless ways of wearing this piece will make it part of your staple wardrobe. An elegant, timeless piece. Ultra light for travel.

NEW



Teal



Flax



Natural



Riverstone



Ruby

W650 Highland Poncho

One Size - *Flax, Natural, Riverstone, Ruby, Teal*

A twist on our ever popular long poncho. Easy to wear, with great style.

possumdown[®]
it's a bit wild





possumdown[®]
it's a bit wild 

Season 2018/2019



Black

Riverstone



Aviator

M790 Duo Tone 1/4 Zip Jumper

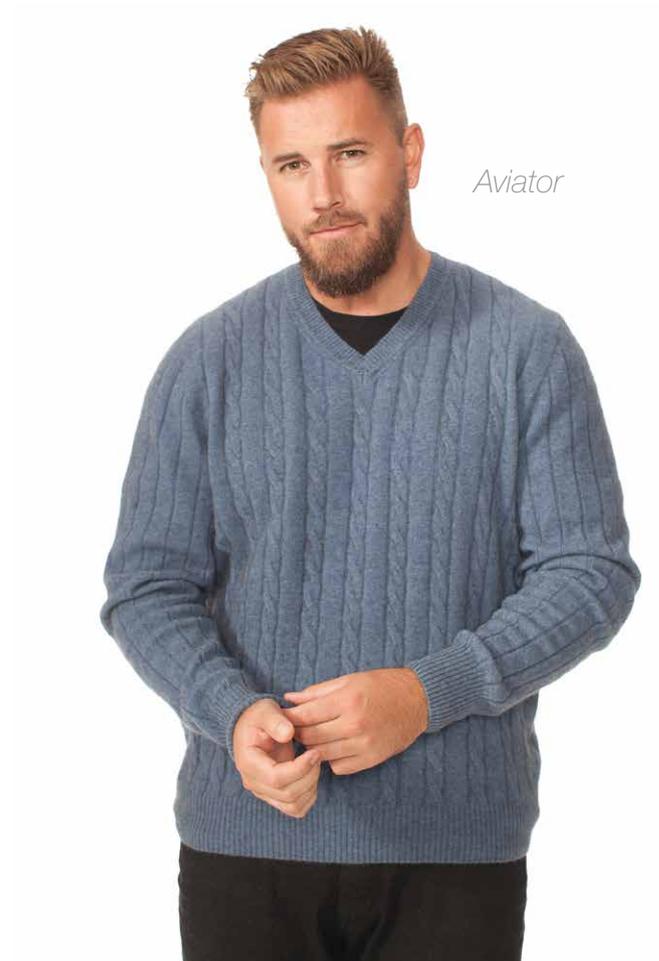
S M L XL XXL - *Black/Denim, Denim/Aviator, Riverstone/Natural*

Simple but interesting. A great weekend piece for any man.



Natural

Riverstone



Aviator

M674 Wide Cable V Neck Sweater

S M L XL XXL - *Aviator, Natural, Riverstone*

Timeless styling and perfect for the man who has everything.

CLASSIC FIT



M390 Wide Rib Zip Collar Jumper

S M L XL XXL - *Denim*

Every woman's favourite for her man to wear. Suits everyone.

CLASSIC FIT



Denim



Natural



Riverstone

M396 Rib Zip Cardigan

S M L XL XXL - *Denim, Natural, Riverstone*

A classically styled zip through jacket that can be dressed up or dressed down.

Season 2018/2019



Riverstone

M795 Wide Cable Zip Jacket

S M L XL XXL - *Natural, Riverstone*

Smart yet warm. A no-brainer.



Natural



Aviator



Denim



Riverstone

M380 Textured Vest

S M L XL XXL - *Aviator, Denim, Riverstone*

A short sleeve version of the textured jumper. Wear it casual with a T shirt or under a suit jacket for style and warmth without bulk.



CLASSIC FIT

INDENT ONLY



*Black/
Natural*

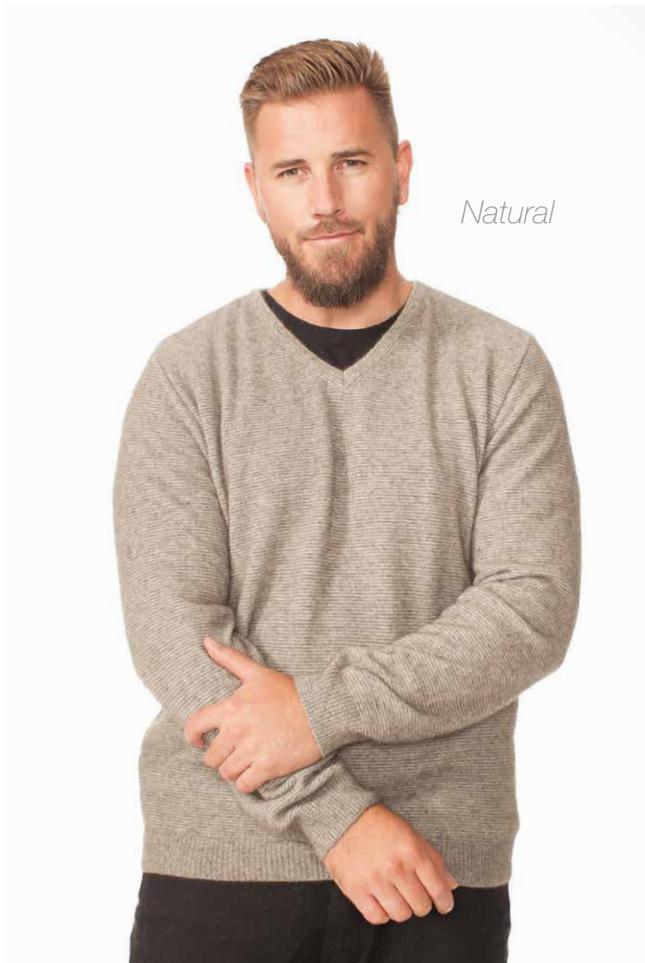


*Black/
Riverstone*

M945 Bush Check Jacket

S M L XL XXL - *Black/Natural, Black/Riverstone*

Kiwi country classic. A timeless wardrobe addition for the outdoor man. Great for fishing, hunting or tramping. Double fabric means super warmth and superior dryness.



Natural



Denim



Flax



Riverstone

M943 Fine Stripe V Sweater

S M L XL XXL - *Denim, Flax, Natural, Riverstone*

Ultra fine stripe for the discerning man.

Season 2018/2019



Black - Aviator



Flax - Denim

CLASSIC FIT

Wine

Teal



U491 Plain Crew Neck

Aviator, Black, Denim, Flax, Teal, Wine

Classic crew neck. Soft light fabric means this garment travels well and provides superior warmth to merino alone. Great for layering in cold climates.



Black-Denim



Ruby-Teal



Natural-Denim

CLASSIC FIT

Teal

Flax



U342 The Weekender

S M L XL XXL XXXL

Aviator, Black, Denim, Natural, Flax, Ruby, Teal, Wine

Casual, easy to wear wardrobe staple.

NEW

Natural/Gravel



Black/Gravel Flax/Gravel

A712 Merge Striped Beanie
A716 Merge Striped Scarf

Black/Gravel, Flax/Gravel, Natural/Gravel

The use of a muted colour combination gives an understated grungy feel.

Riverstone Ruby



Aviator



Fuchsia



Teal



Black-Natural

A905 Fine Neck Warmer

Aviator, Black, Fuchsia, Natural, Riverstone, Ruby, Teal

Unsurpassed winter style. A modern classic that never dates. Unique keyhole design keeps scarf in place.

Season 2018/2019



Denim



Natural



Wine



Flax

A413 Block Stripe Scarf **A418** Block Stripe Beanie

Denim, Flax, Natural, Wine

A refreshingly colourful scarf and beanie set.



Black/Riverstone



Flax/Natural

A410 Tweed Infinity Scarf **A415** Tweed Hat

Flax/Natural, Black/Riverstone

A classy alternative to the traditional beanie and scarf set. The infinity scarf means it will always sit nicely in place. A crowned hat gives more volume and looks balanced on those who otherwise may not wear hats.



Aviator/Black



Black



Ruby/Black



Natural/Black

A124 Striped Glovelet

One Size - *Aviator/Black, Ruby/Black, Natural/Black*

Keep hands warm while fingers are free to play. Extra length for added warmth.



Riverstone



A719 Fingerless Gloves

S/M - L/XL - *Amethyst, Aviator, Black, Denim, Flax, Fuchsia, Ruby, Natural, Riverstone, Teal, Wine*

Super-stretchy ensures a comfortably snug fit. The convenience of just two sizes takes the guess work out of buying for a friend.

Season 2018/2019



Black

Natural

Riverstone

A714 Cable Beanie

A715 Cable Button Scarf

Black, Natural, Riverstone

The one-sided turn up on the beanie gives it the versatility to be worn any way around. Fold down over the neck for extra warmth. The button scarf takes the guess work out of knotting it just-so.



A705 Knee Rug

(LEFT TO RIGHT) Denim, Natural, Teal, Aviator, Ruby, Riverstone

Length 130-140cm

Width 110-120cm

Luxurious bed or sofa throw. Your feet will thank you and your pet will love you.



Teal



Amethyst



Aviator



Fuchsia



Natural



Ruby

A700 Chunky Cable Scarf
A701 Chunky Cable Beanie
Amethyst, Aviator, Fuchsia, Natural, Ruby, Teal

Cute and feminine whilst still staying warm. Popular vibrant colours.



Ruby



Natural



Amethyst



Teal



Riverstone



Aviator

Black

Fuchsia

A239 Beret

Amethyst, Aviator, Black, Fuchsia, Natural, Riverstone, Ruby, Teal

Say au revoir to the cold and hello to style. Of all the hat styles, berets suit most.

A508 Crochet Neck Warmer

Amethyst, Aviator, Black, Fuchsia, Natural, Riverstone, Ruby, Teal

A timeless piece for lovers of quality and style. Gift wrap for the perfect present.

Season 2018/2019



Black



Natural



Ruby

Flax



A009 Kiwi Scarf

Black, Flax, Natural, Ruby

Wear our national hero with warmth and pride. Wearing Possumdown helps protect these special little creatures.

A727 Sheep Beanie

A728 Sheep Scarf

One Size - Natural

Quirky Kiwiana at its warmest. A fabulous souvenir from unspoilt Aotearoa.





Natural/Black



Black/
Riverstone



Ruby/
Black

A004 Bush Check Glovelet

One Size - Natural/Black, Black/Riverstone, Ruby/Black

Free fingers, warm hands. Our old Kiwi favourite pattern. Take home a piece of Aotearoa.



Silver



Aviator



Black



Copper



Flax



Natural



Riverstone



Ruby

A618 Ripple Scarf

A619 Ripple Beret

Aviator, Black, Copper, Flax, Natural, Riverstone, Ruby, Silver

Deliciously light and warm. A new twist to the classic stripe. Be sure to team it with the matching beret.

The matching scarf gives you the perfect accessory duo.

Season 2018/2019



A202 Glove with Leather Patch

Amethyst, Aviator, Black, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal, Wine

A313 Plain Glove

Amethyst, Aviator, Black, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal, Wine

Nothing says Down Under like the Possumdown logo. Possumdown gloves are so much warmer than merino alone. Try for yourself.



Aviator



Black



Flax



Fuchsia



Natural

A400 Wide Scarf

A302 Fashioned Beanie

Aviator, Black, Flax, Fuchsia, Natural, Riverstone, Ruby, Teal

Our old favourites will become yours. Superior warmth makes accessorising easy.



Riverstone



Ruby



Teal



Flax/Black



*Natural/
Black*



*Riverstone/
Black*



*Ruby/
Black*

A803 Bush Check Beanie

A802 Bush Check Scarf

*Flax/Black, Natural/Black, Riverstone/Black,
Ruby/Black*

Our old Kiwi favourite pattern. Take home a piece of Aotearoa.



Denim



Black



Fuchsia



Natural



Riverstone



Ruby



Teal

A315 Cable Twist Scarf

Black, Denim, Fuchsia, Natural, Riverstone, Ruby, Teal

Architectural warmth. Dare to be different. Looks stunning under a coat.

Season 2018/2019



*Black/
White*

*Natural/
Gravel*

A317 Houndstooth Muffer

Flax/White, Black/White, Natural/Gravel

Classic fine tooth muffer for an instant city or country style. It's the little things that make a difference. A perfect gift.



Flax/White



Aviator



Black



Natural



Riverstone



Ruby

A615 Textured Peak Cap A616 Textured Scarf

*Amethyst, Aviator, Black, Natural,
Riverstone, Ruby*

A retro classic cap with the added bonus of warmth. Team it with the generous width matching scarf for maximum warmth and versatility.



Amethyst



A423 Pom Pom Scarf
A427 Pom Pom Beanie
Aviator, Natural, Ruby

Luxurious natural possum fur pom poms or 'poi' adorn this feminine matching lace style beanie and scarf set.



A230
Cabin Mate



A311
Lifestyle



A500
Bushman's Friend

A230 Cabin Mate Sock S M L XL - *Black, Denim, Natural, Ruby*
Toasty toes all week long. Thin enough to wear with dress shoes.

A311 Lifestyle Sock S M L XL - *Black, Natural*
Once they're on you'll never want to take them off. So easy to wash and wear.

A500 Bushman's Friend Sock S M L XL - *Denim, Riverstone*
Thick and robust. Heavy duty warmth for the adventurous. One pair is never enough.

Season 2018/2019

K343 Flower Scarf **K346** Flower Beanie

Aviator, Fuchsia

Unsurpassed cuteness. Grandma's hand crocheted Possumdown flowers adorn this adorable beanie and scarf set.



Aviator

K791 Striped Round Poncho

Aviator, Fuchsia

Cuddly cuteness!! Strategically sized to carry through as she grows.







FINE MERINO & POSSUM FUR - MADE IN NEW ZEALAND

Phone: +64 9 273 9669 Fax: +64 9 273 9661 admin@possumdown.co.nz
PO Box 58830, Botany 59B Sir William Ave
Auckland 2163 East Tamaki, Auckland 2013
New Zealand New Zealand