



# KAKSLAUTTANEN WELCOMES RALPH LAUREN FOR FALL- COLLECTION PHOTO SHOOT

**Kakslauttanen Arctic Resort was proud to host the world-famous fashion label for its Fall 2015 Collection photo shoot. The idyllic Lappish landscape provided the perfect backdrop for showcasing the collection's rustic palette.**

Led by British photographer **Jimmy Nelson**, famous for his portraits of indigenous cultures, the team took full advantage of the 15 hours of sunshine each day. They captured photos on the fells, on the back of a husky dog sled, inside traditional tepees, and in the surrounding snowy woodlands.

With its cornerstones of shearling, suede and cashmere, the collection's palette echoes beautiful wintry scenes of deep snow, mountains, and husky and reindeer sled rides.

*"It was an honour to welcome such a prestigious global fashion label to the resort", says **Jussi Eiramo**, founder and owner of Kakslauttanen. "The shoot not only provided the team with the ideal location for bringing out the best in the new collection, it also gave us the opportunity to showcase the Lappish countryside in all its natural glory."*

Located in Saariselkä and renowned for its glass igloos and log cabins, Kakslauttanen Arctic Resort is the most well-known winter holiday destination in Finland from an international perspective. Today, the village resort also features Santa's home. Almost all of Kakslauttanen's visitors, 98%, come from outside Finland. Kakslauttanen also hosts PR events and product launches of all different kinds for a variety of corporate customers.

**Read the full article about the photo shoot in the August edition of RL Mag:**

<http://www.ralphlauren.com/us/en/magazine/into-the-wild>

**MORE INFORMATION:**

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