

FUNCTION. FASHION. FREEDOM.

# UNLEASH YOUR HUNTING STYLE IN FALL/ WINTER 2023.



## **A season of change for the modern hunter**

Nature is at its most captivating during the fall and winter seasons. As the crisp fall air soon settles in, we are excited to announce the upcoming launch of our Fall/Winter 2023 collection, designed specifically for the modern hunter. Offering an exciting sneak peek of our upcoming styles for women and men, our collection embodies the perfect fusion of style and functionality, providing hunters with the ultimate gear to conquer the great outdoors.

With over thirty new styles set to hit the market, our AW23 line is poised to change the way hunters perform. Gone are the days of sacrificing fashion for utility; our clothes are meticulously crafted to offer durability, practicality and a cool factor. We understand that hunting is not just a sport but a lifestyle, and our mission is to empower hunters to embrace their passion and express their unique style while exploring the wonders of the wild.

**Seeland**

Est. 1976



## Tailored fit in all the right places

Say goodbye to making ill-fitting, bulky men's clothing work to fit your unique physique. Our new women's insulated style showcases a perfect balance of form and function. The female counterpart to the popular men's Avail series, this set for women is designed to provide a proper fit with freedom of movement, blending seamlessly into the collection. With its sleek lines and thoughtful details, this design caters to the modern female hunter who seeks both performance and style. Our clothing lines empower women hunters to excel in their pursuits with confidence and agility.



*Avail  
Women*



*Hawker Advanced  
Women*



*Avail Aya  
Insulated*



*Key-Point  
Lady*

- + Modern stalking set that blends fit, functionality and fashion
- + Adjustable waistband and hem with an interior elastic cord
- + Insulated set for warmth and comfort during cold weather hunting



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MASTER-  
FULLY  
CRAFTED  
GEAR FOR  
DRIVEN  
HUNTS

When the forecast is unpredictable but the hunt is expected to be fast-paced, our AW23 line features specialized styles for driven hunting and dog handling, offering hunters a unique edge in the field. These heavy-duty ripstop styles are meticulously crafted to enhance visibility, promote agility and ensure optimal performance. With strategic placement of pockets, reinforced stitching and advanced fabric technologies, our driven hunt styles provide the necessary tools for success while exuding undeniable coolness and confidence.



*Venture Rover*



*Vantage jacket & trousers*



*Venture*

- + Reinforced material with stretch, featuring a durable SEETEX® membrane
- + Handwarmer pockets with fleece lining and quick-load straps
- + Anti-soaking Oxford nylon for comfort in wet conditions when sitting

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Stay warm and comfortable while spending long hours stationary and in motion during a driven hunt. That's why our AW23 collection also includes a range of driven hunt-specific styles that are ideal for mid to late-season hunts. These jackets offer high visibility, exceptional insulation, weather resistance and thermal regulation, allowing hunters to withstand the harshest conditions while remaining dry and focused on their targets.

- + Breathable with a wind/waterproof SEETEX® membrane
- + Radio pocket with discreet antenna hole
- + Adapt to warmer conditions with side ventilation and a multi-purpose shoulder harness

At Seeland, we take immense pride in our commitment to quality craftsmanship and exceptional design. Each garment is thoughtfully constructed using premium materials and designs that follow the hunting trends, ensuring that they not only look good but also stand the test of time.

Seeland is all about capturing the essence of the great outdoors and bringing it into every aspect of your life - designed to enhance your connection with the environment, offering functionality, great style and a touch of excitement to every hunt. Seeland – defining adventure style.

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