

# French-Finnish Chamber of Commerce Business Lunch 16.01.2026

Noora Laurila, Senior Vice President, Sales, Region West

## Agenda

1. Marimekko's history
2. Art of printmaking
3. Marimekko today
4. Scaling up the global Marimekko brand phenomenon



**Marimekko is a Finnish design house  
and one of the first lifestyle design brands  
in the world.**

## A vision of joyful living

It all started when the visionary Armi Ratia invited young designers and artists to create striking prints for her husband's textile printing factory.

Armi wanted to bring joy, energy and fresh ideas to people's lives.

The avant-garde textiles were widely admired by Finns, and to inspire people on how to use them, Armi organized a fashion show in 1951.

The enthusiastic audience bought the clothes off the models – Marimekko, translating to "Mari's dress" was born, and became one of the first lifestyle brands in the world.





**Empowering people  
to be happy as they are  
and bring joy to their everyday lives  
through bold prints and colors.**



Art of printmaking as our unique dna

# Archive of over 3500 print designs



A photograph of three models wearing Marimekko dresses, standing in front of a wall made of stacked logs. The model on the left wears a red dress with large yellow polka dots. The model in the center wears a white dress with a dense, multi-colored pattern. The model on the right wears a blue dress with large orange polka dots. The scene is lit with warm, golden light, creating a dramatic and artistic atmosphere.

**“Marimekko is not about trendy fashion, with a few minor exceptions. We make lasting and timeless products. Timelessness may, however, occasionally come into fashion by chance, like now.”**

Armi Ratia, Founder of Marimekko, 1978



# Marimekko today



# Fashion, bags & accessories and home design

## Fashion



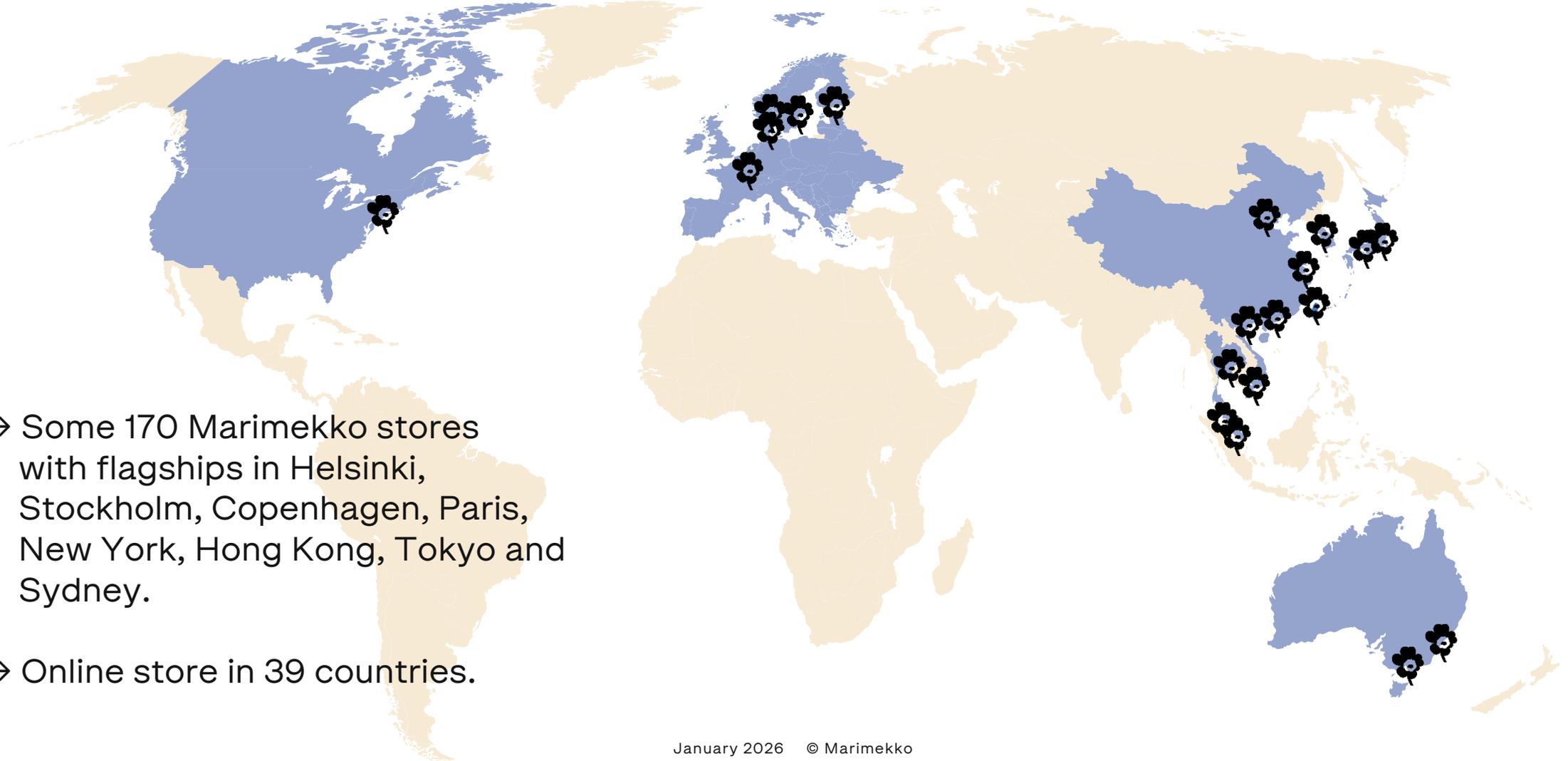
## Bags & accessories



## Home



## Approaching main markets Northern Europe, North America and the Asia-Pacific region through key cities



→ Some 170 Marimekko stores with flagships in Helsinki, Stockholm, Copenhagen, Paris, New York, Hong Kong, Tokyo and Sydney.

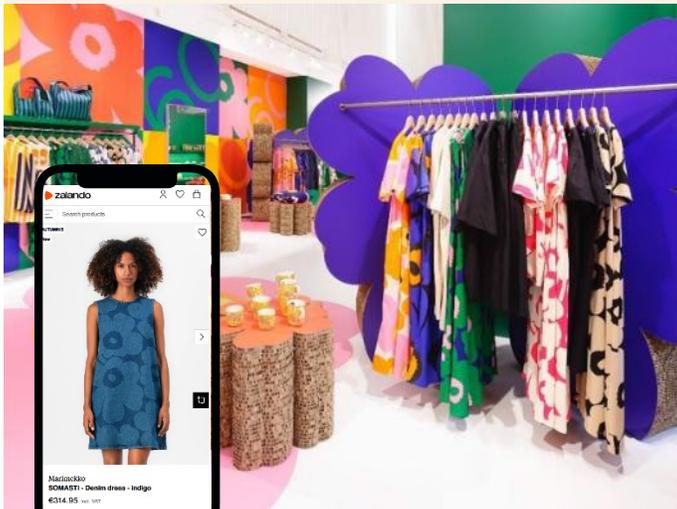
→ Online store in 39 countries.

# Omnichannel Direct-to-Consumer at the core of our distribution strategy

## PHYSICAL & ONLINE RETAILERS



Select online and physical retailers to gain scale and access to new customers



## DIRECT-TO-CONSUMER (DTC)



Omnichannel retail (online + physical stores), operated by Marimekko or its partners, at the core of distribution strategy



## BRAND COLLABORATIONS

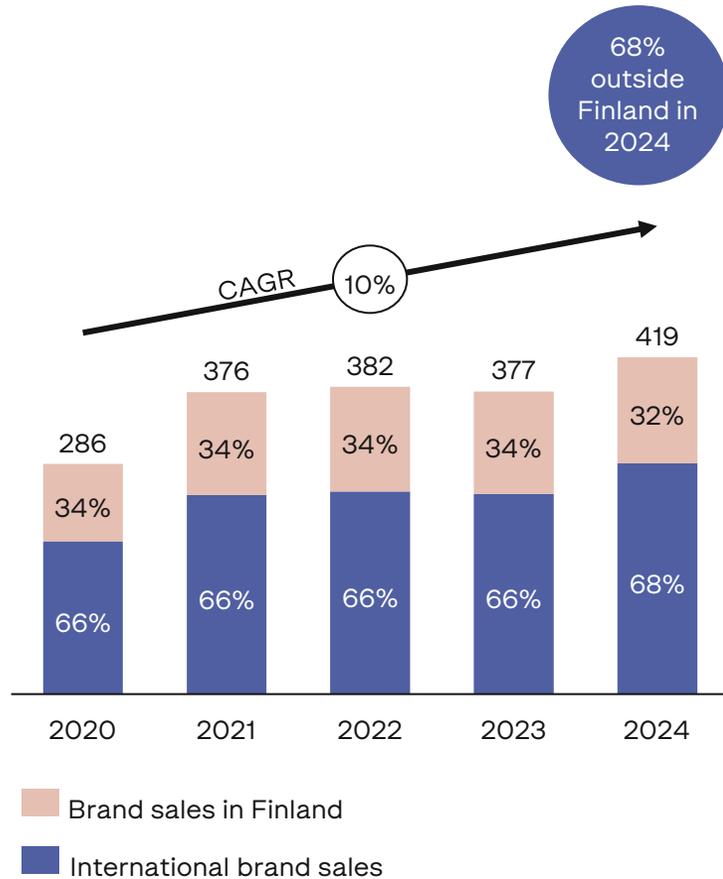


Strategic global and local brand collaborations to grow awareness as well as traditional licensing to complement offering

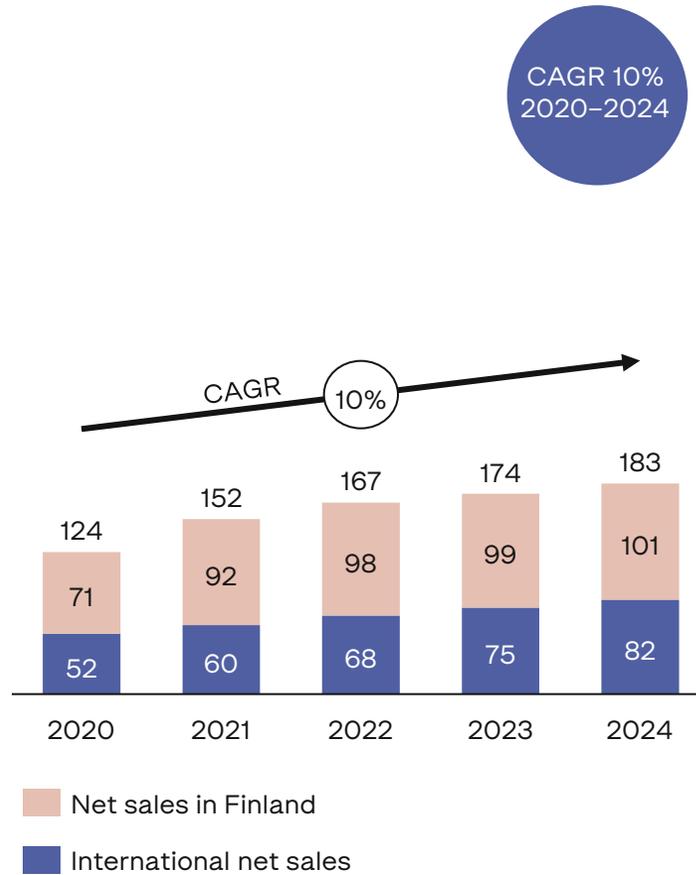


# Strong financial performance throughout the years

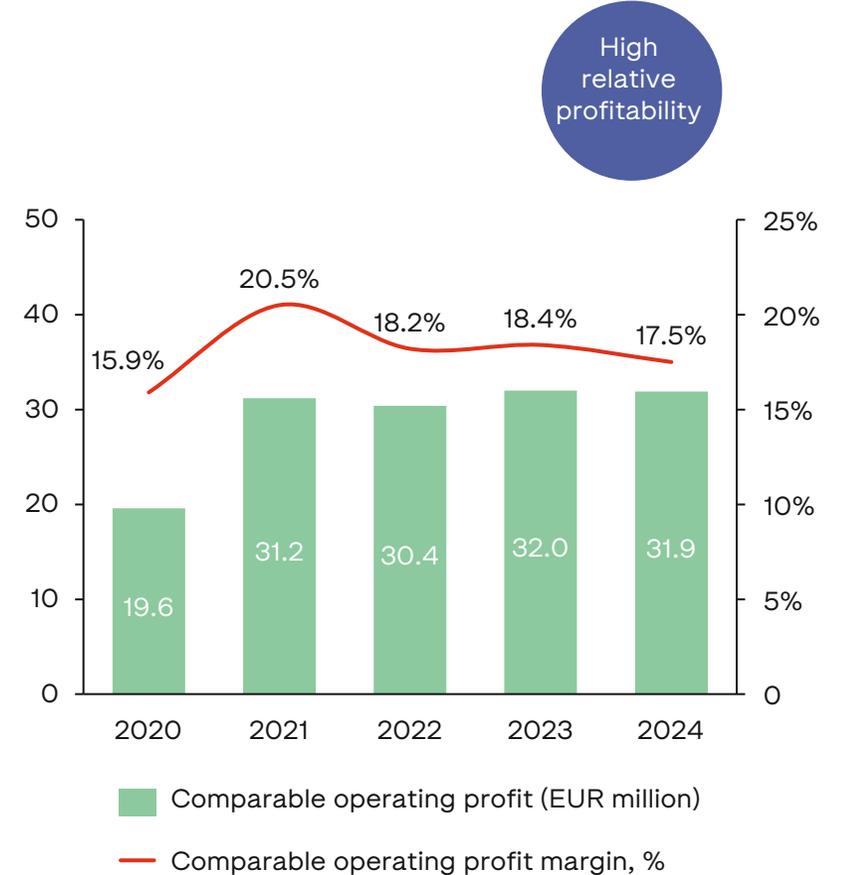
Marimekko brand sales (M€)



Marimekko net sales (M€)



Marimekko comparable operating profit (M€)



With a proven recipe for success, the next phase on our journey is all about scaling up!

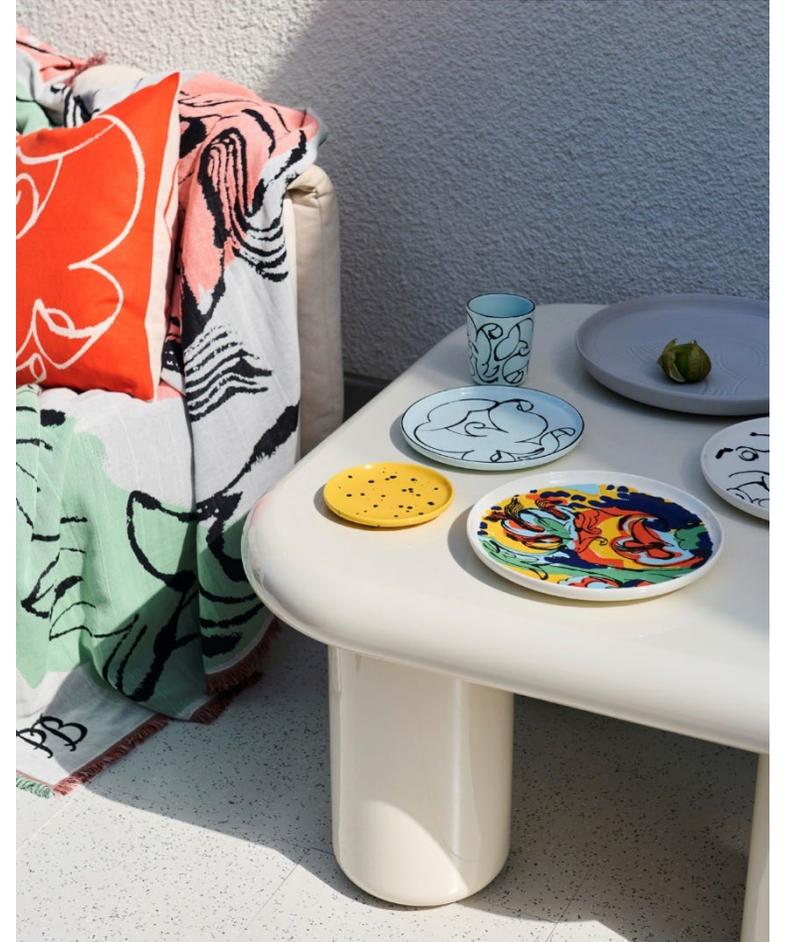




# Scaling up the global Marimekko brand phenomenon



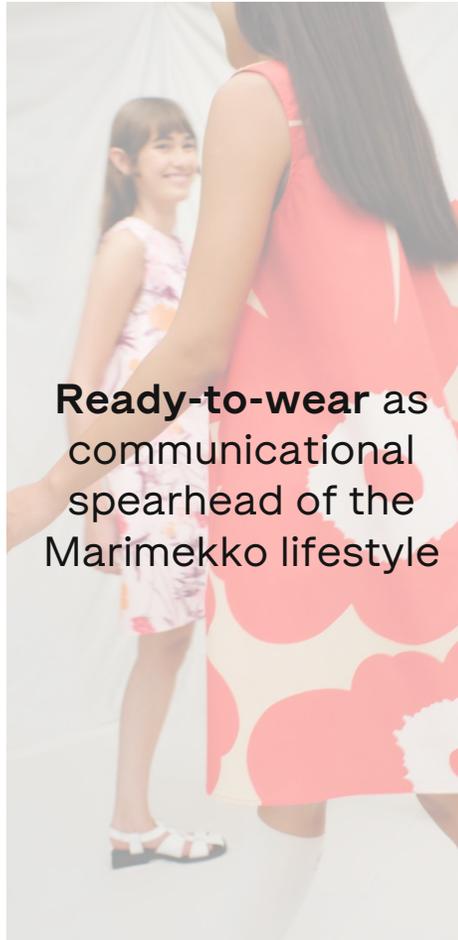
Marimekko's distinctive art of printmaking and optimistic lifestyle philosophy create a strong point of differentiation in the global marketplace



# Engaging and creative marketing strategies build brand hype and enable building growth across markets



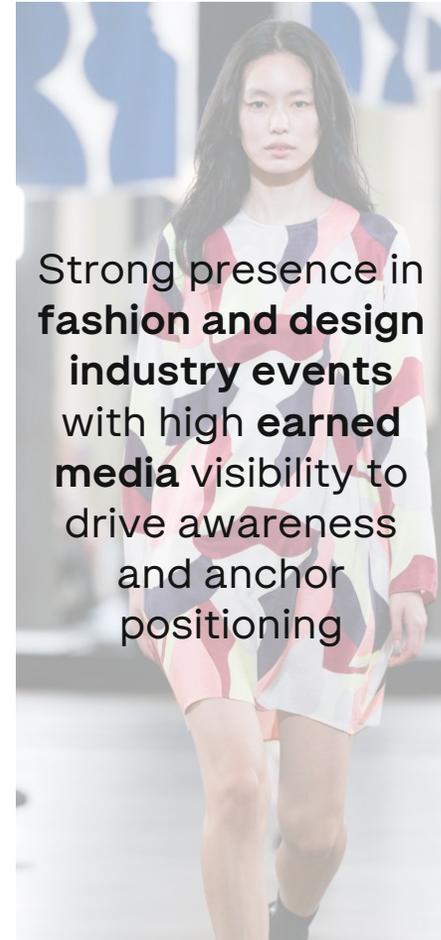
**Art of printmaking**  
as key differentiator  
of Marimekko



**Ready-to-wear** as  
communicational  
spearhead of the  
Marimekko lifestyle



**Brand collaborations** to  
grow awareness  
and introduce  
Marimekko to new  
audiences



Strong presence in  
**fashion and design**  
**industry events**  
with high **earned**  
**media** visibility to  
drive awareness  
and anchor  
positioning



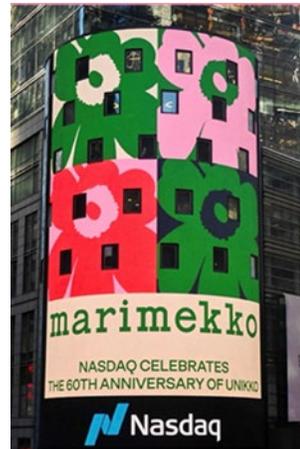
**Creative 360**  
**brand marketing**  
**strategies** and  
connecting  
Marimekko with  
local creative  
communities, art  
and cultural  
institutions and  
other stakeholders  
to fuel relevance  
and growth



“Marimekko could’ve been anything:  
Jazz, an ice cream parlor, a flower shop.”

Armi Ratia, Founder of Marimekko

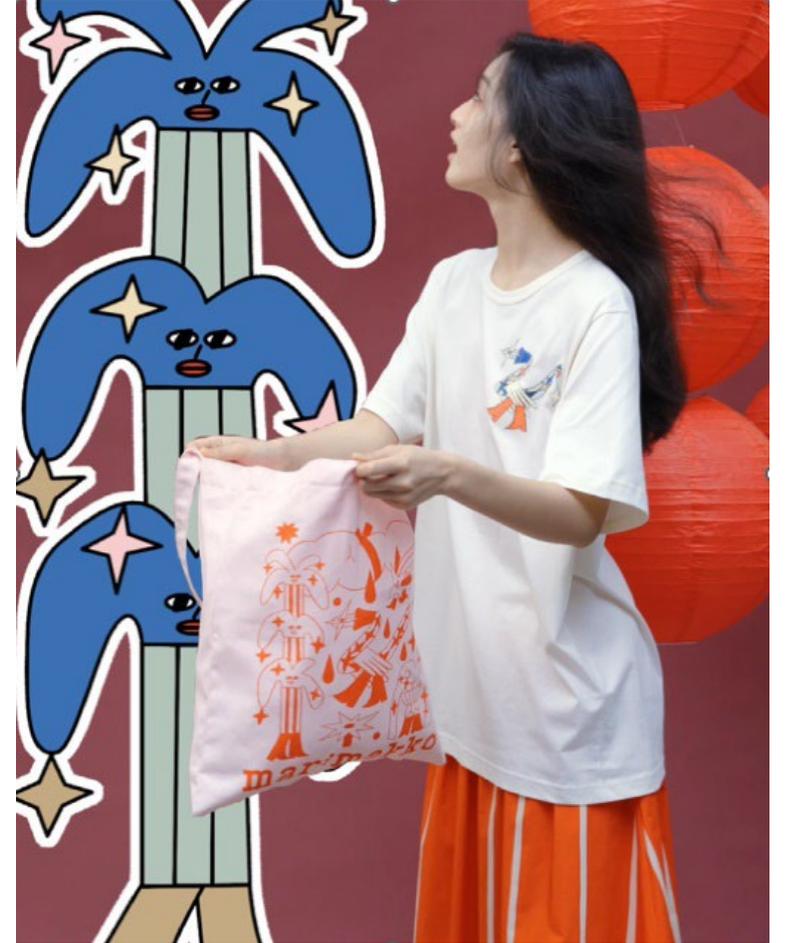
# Strong brand building activations in key cities around the world nurture our thought leadership in the art of printmaking



Community program, creative brand events and social media channels invite customers to be part of our brand story



Participating in locally significant moments strengthens loyalty, grows our customer community as well as supports sales



# Cementing Marimekko's positioning and generating global earned media through fashion week presentations

L'OFFICIEL

FASHION WEEK

## Marimekko Revels in Unexpected Color Combinations and Patterns for Fall/Winter 2025

Creative Director Rebekka Bay reveals the motives behind these choices and how the brand is leaning further into denim.

Published 01.31.2025 by Andrea Bossi  
Last updated on 01.31.2025



InStyle

## The Copenhagen Fashion Week Runways Were Overflowing With Fall/Winter 2025 Trends

From established brands like Marimekko and Stine Goya to newer labels like The Garment and Alis, Copenhagen Fashion Week's calendar featured some of the region's top-tier talents. Some standouts included Baum und Pferdgarten—one of the oldest labels in the calendar—Cmmn Swdn—led by husband-and-wife duo Saif Bakir and Emma Hedlund Bakir—and editor favorite ÓperaSport.

08 Flower Power at Marimekko

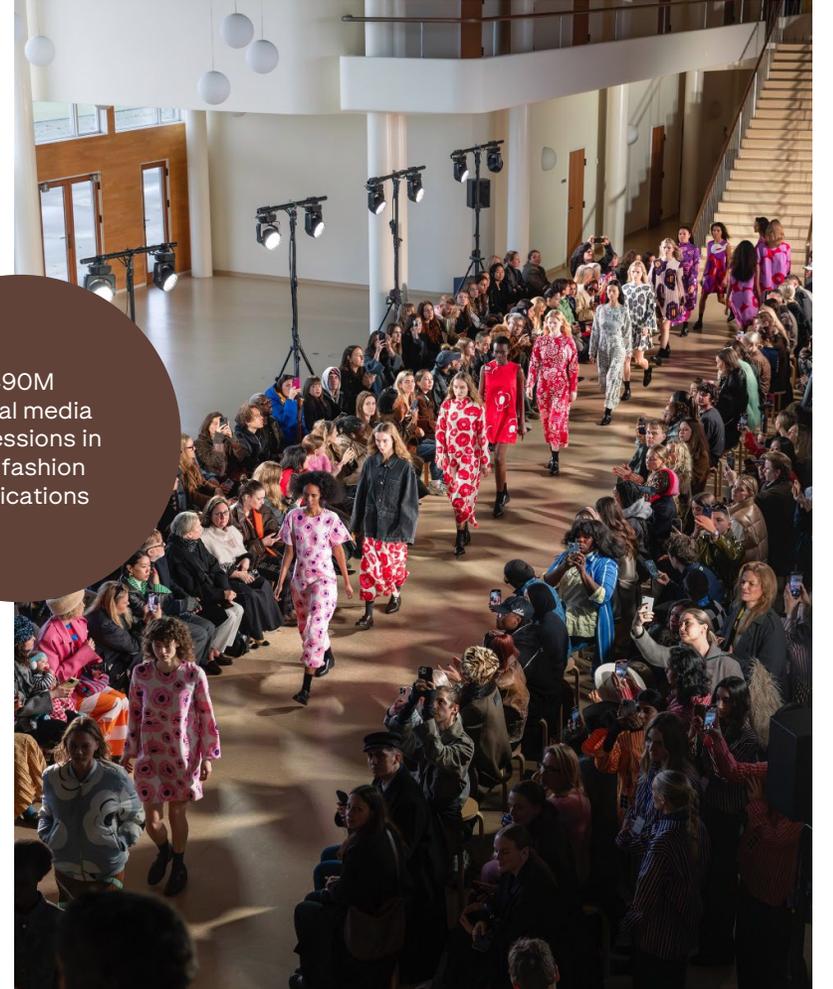


490M digital media impressions in key fashion publications

VOGUE

## Simplicity from Aiayu, Flower Power from Marimekko and More Highlights From Fall 2025 Copenhagen Fashion Week,

Marimekko: Flying High



# Marimekko's playful yet artistically credible brand lends itself to presentations that gain strong PR and social visibility around the world



Marimekko listed as key installation of the week : Vogue, Forbes, AD, Dezeen, Hypebeast, Harper's Bazaar.

2 h lines throughout the week

7.000 visitors during the week

Record breaking visibility: 1.13B digital media impressions

# Artist collaborations highlight our thought leadership in art of printmaking



# Brand collaborations bring joy to large global audiences and increase brand awareness



# Developing category ownership: Newly launched Marimekko Maridenim

The art of printmaking



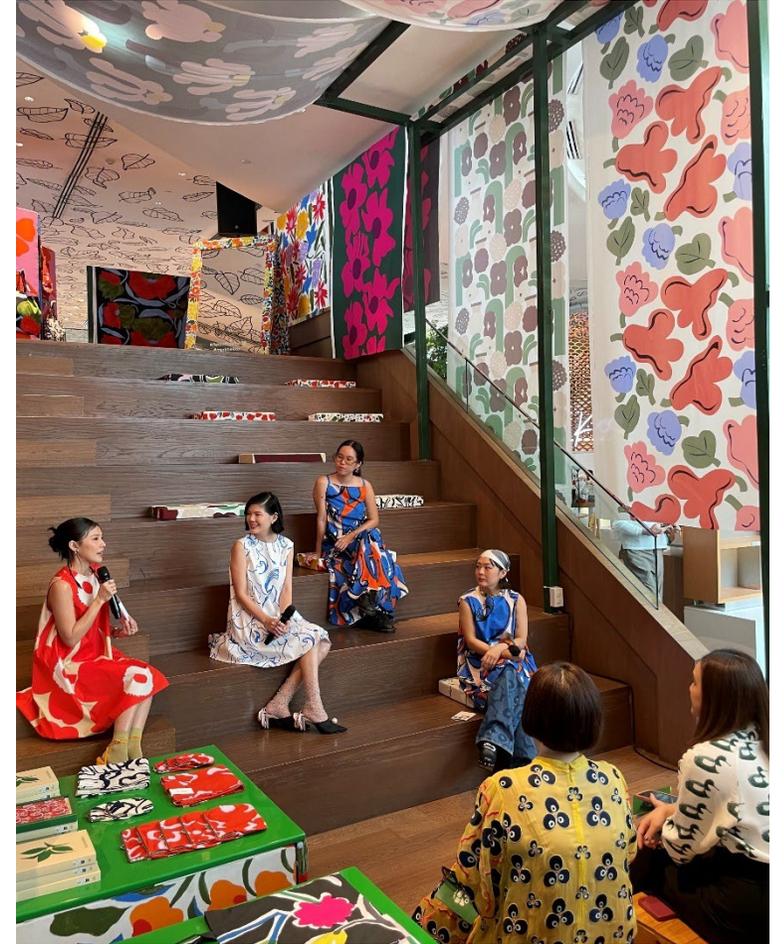
Timeless



Seasonality



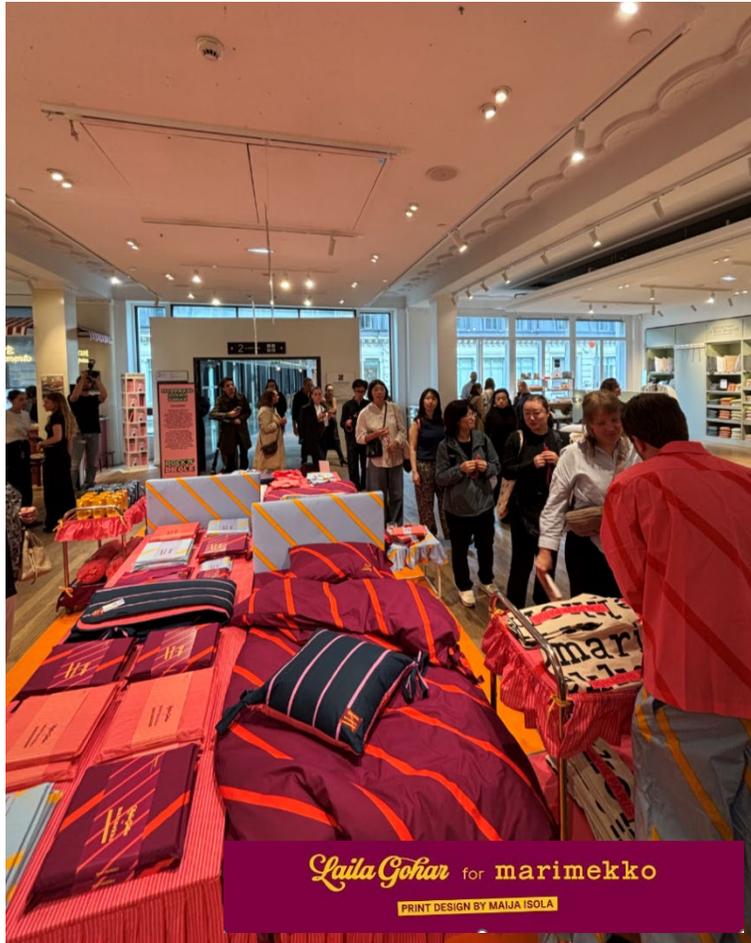
Field of Flowers exhibition and pop-up stores showcasing Marimekko's latest print designs reinforces our relationships with existing friends of our brand as well as introduces Marimekko to new customers



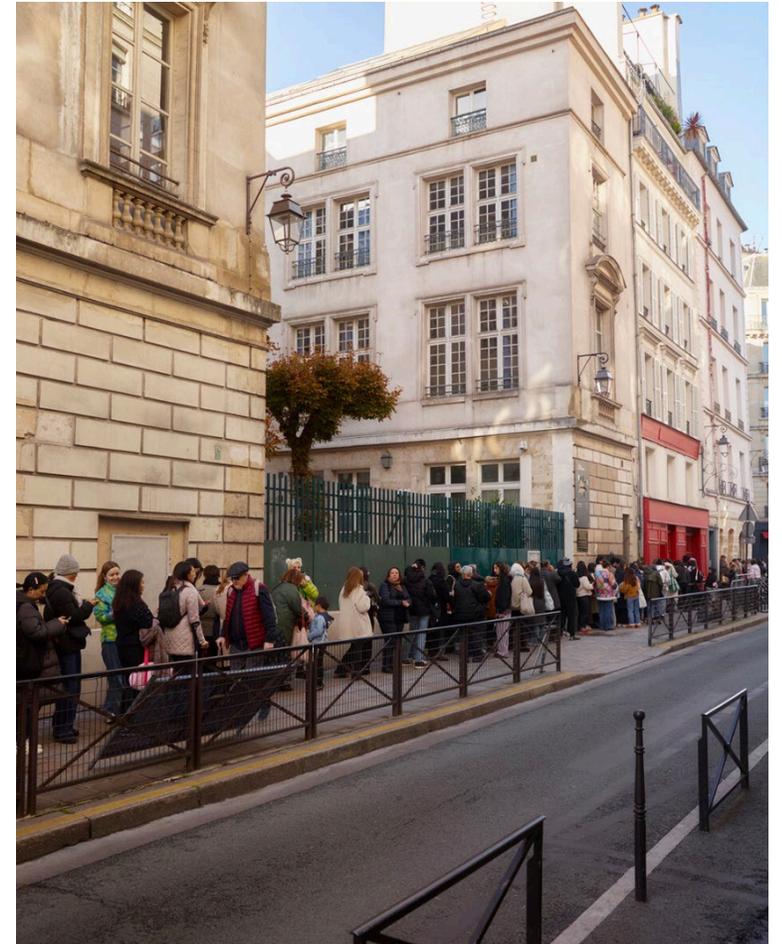


# New Marimekko flagship store in Paris

# Pop-up stores at Le Bon Marché and Galeries Lafayette reinforced Marimekko's presence in Paris leading up to the opening of the Marimekko flagship



# Art of printmaking arrives in Le Marais



To be the world's most inspiring lifestyle design brand renowned for bold prints.

Merci

Kiitos – Thank you – Tack

谢谢 – ありがとう – 감사합니다