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Colour and joy for everyday life

Marimekko is a Finnish textile and clothing design company. The core of its business is the design and manufacture of timeless and individual, practical and beautiful consumer goods. The array of Marimekko design embraces household products ranging from furnishing fabrics to tableware as well as clothing, bags and other accessories for people of all ages.

When Marimekko was founded in 1951, the unparalleled patterns and colours of its printed fabrics gave it a strong and unique identity. A heritage acquired over decades, with its values and legends, is an inexhaustible treasure from which it is good to draw courage and the strength for renewal, even today. The meaning of Marimekko design is to create aesthetic experiences for every moment in life.

In 2013, the Marimekko world of colour and patterns arrived in mainland China and Taiwan. East Asia was also in the forefront of shop openings during the year: new Marimekko stores opened in Japan, South Korea and Hong Kong as well. The new stores in North America were all Marimekko shops opened in classy department stores. Marimekko opened company-owned stores in Finland, Sweden and Denmark.

This time, Marimekko held debut fashion shows of new clothing collections for the international media and industry professionals in the Nordic countries, at the Stockholm and Copenhagen fashion weeks. On the interior decoration side, the year's most prominent event was the launch of the painterly Sääpäiväkirja series in the autumn. The year's debut product was the touching Konkkaronkka silverware set.

From the very beginning, colour has been one of the fundamental elements of Marimekko design. It had an even bigger role than usual in the 2013 collections, as Marimekko wanted to remind people of the power of colours and inspire them to use colours boldly and individually. Colours give you positive energy, but they also bring calm and restfulness to those who want this. Colours touch the lives of us all.

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”I believe that Marimekko’s positivity, energy and authenticity are precisely what people want and need.”

From the CEO

As I write this I reflect on what the most important phenomena for fashion and retail trade are right now – and what they were in the past year of 2013. Four phenomena come to mind as having primacy: new markets opened up by globalisation, digitalisation, changes in consumers’ values, and the weak state of the world economy.

The opening up of developing markets and the rapid growth of the population and economy have acted as a colossal driver throughout the business sector. Using cheaper labour in the fashion business is still commonly considered the most important expression of globalisation in our sector, but I think this perspective is too narrow. Along with low cost levels, a perhaps even more significant role has been taken by the enrichment of the middle class in populous countries, which has opened up unprecedented opportunities of a totally new scale for trade in fashion and home products. At first, interest was directed at luxury goods, but now it is fortunately also being focused on products in other price categories.

Digitalisation is changing our business sector perhaps more dynamically and rapidly than ever before. Online retailing was initially common for sales of travel, electronics and books, for example, but increasingly often consumers also want their clothes and household products from the

internet. This change is currently very rapid. Especially for smaller brands, digitalisation has opened up unprecedented opportunities as the social media and other digital channels offer even small players a cost-effective way to rapidly expand globally.

Consumers’ attitude to brands and products is changing permanently. In this change, perhaps the key role is today being played by the explosive growth in importance of ecological aspects. Also, consumers are no longer so much looking for attractive products and famous brands but rather for brands with values and identities that match their own.

The world’s economic trend is continuing to be very weak from the consumer’s viewpoint for the sixth consecutive year, and no clear improvement is in the offing. With the exception of the weak state of the global economy, I see these great trends in the sector as good for Marimekko. Our strategy relies precisely on these assumptions for the next few years.

In 2013, Marimekko continued to grow in spite of the difficult market conditions. Our sales were up by six percent, which was not at all a bad achievement in view of the prevailing situation in our sector. Growth in net sales came in particular from openings of new stores. In the course of the year, no fewer than 34 Marimekko stores and shop-in-shops

were opened, which I am very pleased with. The most store openings were in Asia, where totally new markets were opened up in mainland China and Taiwan. I am also really pleased that we decided some years ago to focus most heavily particularly on Asia, where overall growth in the sector has been strongest.

In terms of earnings, 2013 was a mixed year. We streamlined our operations, resulting in nonrecurring expenses, but in 2014 our profitability will improve thanks to the arrangements made. A drag was also exerted on the net result for 2013 by the losses incurred by our stores in the United States which are still partly in the launch phase. It was gratifying that our EBITDA improved markedly because of growth in sales among other things.

In 2013, the main thrust in store





Crown prince Haakon of Norway visited Marimekko's textile printing factory in autumn 2013.

openings was on retailer-owned Marimekko stores as we had already made large investments in our international network of company-owned stores in previous years. This also fits in well with the present difficult market conditions: it ties up less of our capital, and retailers who know their own market area best have good chances of growing profitably.

We also continued our investment in digital business. We opened online stores in Sweden and Denmark and we brought our brand communications in the social media and other electronic channels to a new level. We already have a large band of faithful Marimekko fans who follow us on Twitter, Facebook and Instagram as well as our own digital Marimekko Village. It is our aim to be pioneers, both in e-tailing and in digital brand communications. I am certain that

digitalisation will change retailing significantly. I do not, however, see physical shops and e-tailing as mutual competitors. At Marimekko we are building a business model in which these two channels support each other seamlessly and which enables us to serve all our target groups optimally.

There was a debate in Finland about the originality of design in 2013, and Marimekko was also involved in this. I believe it is good that the subject was widely aired. Marimekko's values include fairness to everyone and everything, and we cannot accept any kind of plagiarism. It is plain that, in our sector of business, both companies and designers have a responsibility for the originality of design.

In 2014, we will continue along our chosen path. The aim is to open 15-25 new stores, and our gaze

continues to be turned in particular to Asia, where there is visibly a still growing demand for our products. We are also investing in enhancing digitalisation and we are further raising the ambitions of our design and our product development. I expect a positive trend in our net sales and earnings, even though I believe economic conditions abroad and especially in our domestic market in Finland will continue to be difficult.

The world today is quite a grey place, with much uncertainty and restlessness. I believe that Marimekko's positivity, energy and authenticity are precisely what people want and need. This is why I am convinced that Marimekko is now more current than perhaps ever. I see a bright future for Marimekko.

Mika Ihamuotila

50 years of Unikko

In 2014, Marimekko is celebrating its all-time most popular pattern, Unikko, which has now been blossoming for half a century.

When designer Maija Isola created Unikko in 1964, she could not have imagined the significance it would have. Unikko arose as a protest against Marimekko's founder Armi Ratia, who had declared that Marimekko would not print any floral patterns because flowers were more beautiful in nature than on fabric. Armi also wanted to create something new and suited to modern life instead of repeating the floral themes that were then in fashion. Maija had her way, however, and – possibly inspired by the poppies growing in her garden – painted Unikko and a whole series of different floral patterns in spite of the ban. Unikko was something totally new, bold, graphic and multidimensional, and on seeing it, Armi promptly decided to include the pattern in the Marimekko collection.

Strong and life-affirming, Unikko rapidly became a firm favourite and it has stayed in production for its entire life. In the flower power years of the 1960s, it was a practically inseparable part of interior designs favouring large patterns and bold colours: it was used to upholster sofas, to cover walls and to decorate tables. During the oil crisis and economic downturn of the 1970s, home decors reflected a trend for nature. Earthy colours brought much-needed warmth and cosiness, and also

the Unikko palette emphasised mellow, muted tones which were suited to the browns then predominant in interior design.

In the late 1990s, young designers became enthused by Unikko and Marimekko applied the pattern more extensively, not just for home decor items but also in the clothing collections. These new products immediately attracted massive interest, and soon Unikko was pouring into the street scene and homes in an unprecedented way. At this time, Unikko appealed particularly to young adults who had begun to have a fascination for the clear and colourful design idiom of the 1960s, but it also hit the generation whose nostalgic memories of childhood and youth were stirred by the pattern.

In addition to clothing and interior decoration products, Unikko has found uses over the years on many kinds of surfaces. It has appeared, for example, on tableware, bags, sneakers and the sides of a Finnair plane. Alongside the original Unikko, a whole family of flowers in different sizes have grown up, from mini Unikkos to giant versions. The pattern has become the symbol of Marimekko, such is its fame.

Unikko is being celebrated in many ways around the world. You can follow the festivities at www.marimekko.com/unikko, and you can also check out the jubilee year's Unikko products on the website.

Designer Teemu Muurimäki designed unique Unikko dresses for Unikko's jubilee year.



From sketch to fabric

Each Marimekko designer has his or her own way of sketching: some like to paint or draw, others prefer to cut figures out of paper. Whatever, skilled hands and a flying imagination are where all patterns have their beginnings. Marimekko launches tens of new fabrics on the market every year. The designers are given free rein, as Marimekko has always had faith in the creativity of its people. The journey from the designer's sketch to ready printed fabric on the shop's shelf takes a year or so as a pattern passes through the hands of many professionals.

Once the sketch has been approved for a forthcoming fabric collection it goes to the artwork studio, where it is made into a repeat pattern ready for printing. The size of the pattern on the fabric and the number of colours used for it are also decided at this stage. A pattern may be printed in 12 colours in all.

Although the printing is done by machines, there are many stages of the work that still require manual skills. The screen workshop turns the pattern into a screen with which the machine prints colours onto the fabric. Before the pattern goes into production, a test print is made of it to check how the colours work together and how the pattern looks in printed form. The designers now see their pattern printed for the first time and can make changes to it if desired.

To give the consumer a choice, colour combinations with a different feel to them are created for every pattern. The designer picks the colours for printing the pattern from the hundreds of shades used by Marimekko. There are more than eighty yellows alone, and more are added when necessary. Each shade has a recipe for mixing the dye.



The fabrics are printed in the heart of Marimekko, at the in-house printing factory in the Herttoniemi district of Helsinki. There are two printing machines, one of which uses rotary technology and the other a flat screen printing method. In rotary printing, the dye is squeezed onto the fabric from within a metal roller, and it is considerably faster than the flat screen printing method. The flat screen printing machine, however, can be used to print larger and technically more demanding patterns. It prints the dye onto the fabric through a piece of cloth stretched over a metal frame. The printers tending the machines monitor the quality of the print job constantly.

Some forty people work on two shifts at different workstations in the printing hall: with the colour kitchen, the printing machines, the steamer, the washing machine, or the finishing

and fabric inspection stages. The printing machines turn out 1.3 million metres of fabric a year for sending to the corners of the world.

After printing the fabric is dried and the colour is fixed to the fabric by steaming. The fabric is then taken for washing and finishing.

From the printing hall, the fabric goes to the inspection room where it is checked centimetre by centimetre and classified into quality grades. Printing errors are usually so tiny that the untrained eye will not detect them. The sharp eyes of the inspectors run over some two thousand metres of fabric a day.

After the check is complete, the fabric is rolled into bolts, sent to stores for sale by the metre, or sewn to make home decor products, clothing, bags or other colourful items to add joy to everyday life.



WELCOME TO VISIT OUR PRINTING FACTORY

Would you like to see how our fabrics are printed and what's going on in the Marimekko house?

We offer regular factory tours in our printing factory in Helsinki, Herttoniemi. At the end of the tour you are welcomed to enjoy coffee or lunch at Maritori, catered by Restaurant Juuri, or visit our store.

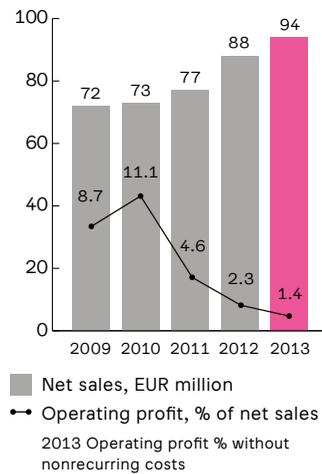
You will receive information regarding upcoming factory tours by becoming a registered member of the Marimekko Village or by following news on village.marimekko.com

2013 in figures

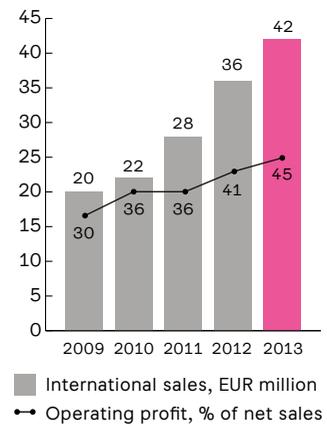
MARIMEKKO

- design company established in 1951
- three product lines: clothing, interior decoration, bags
- net sales of EUR 94 million
- brand sales¹ of Marimekko products worldwide of approximately EUR 191 million
- 133 Marimekko stores² at the year end, of which 51 were company-owned
- key markets: Northern Europe, North America and the Asia-Pacific region
- products sold in approximately 40 countries
- employs around 500 people

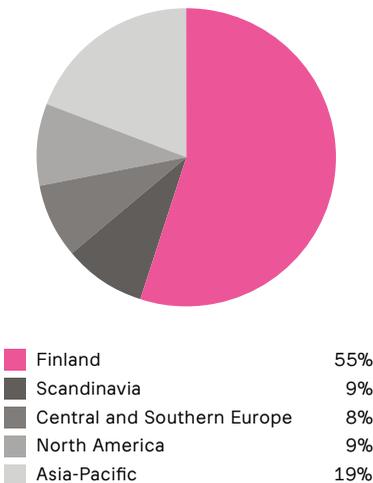
Trend in net sales and operating profit 2009–2013



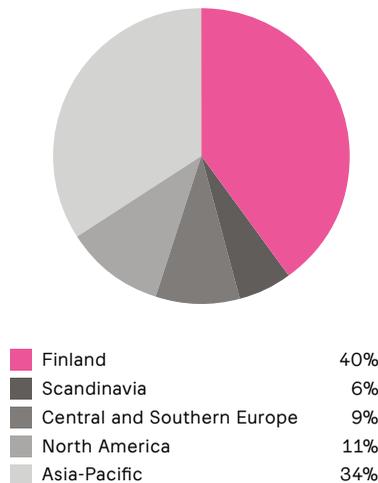
Trend in international sales 2009–2013



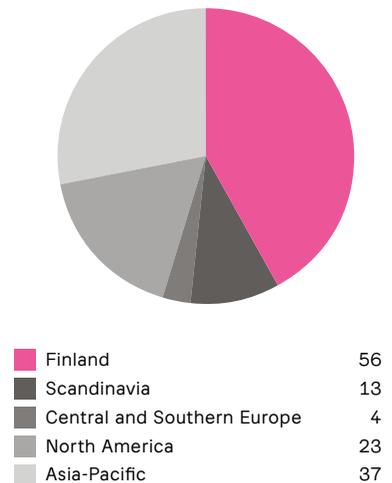
Net sales by market area 2013



Brand sales by market area 2013



Number of stores by market area 2013



NET SALES BY MARKET AREA

(EUR 1,000)	2013	2012	Change, %
Finland	52,159	52,344	0
Scandinavia	8,152	7,856	4
Central and Southern Europe	7,678	7,783	-1
North America	8,534	7,743	10
Asia-Pacific	17,484	12,745	37
Total	94,007	88,471	6

BRAND SALES¹ OF MARIMEKKO PRODUCTS BY MARKET AREA

(EUR 1,000)	2013	2012	Change, %
Finland	76,037	86,518	-12
Scandinavia	12,203	12,752	-4
Central and Southern Europe	16,467	16,872	-2
North America	21,282	20,527	4
Asia-Pacific	65,109	50,515	29
Total	191,098	187,184	2

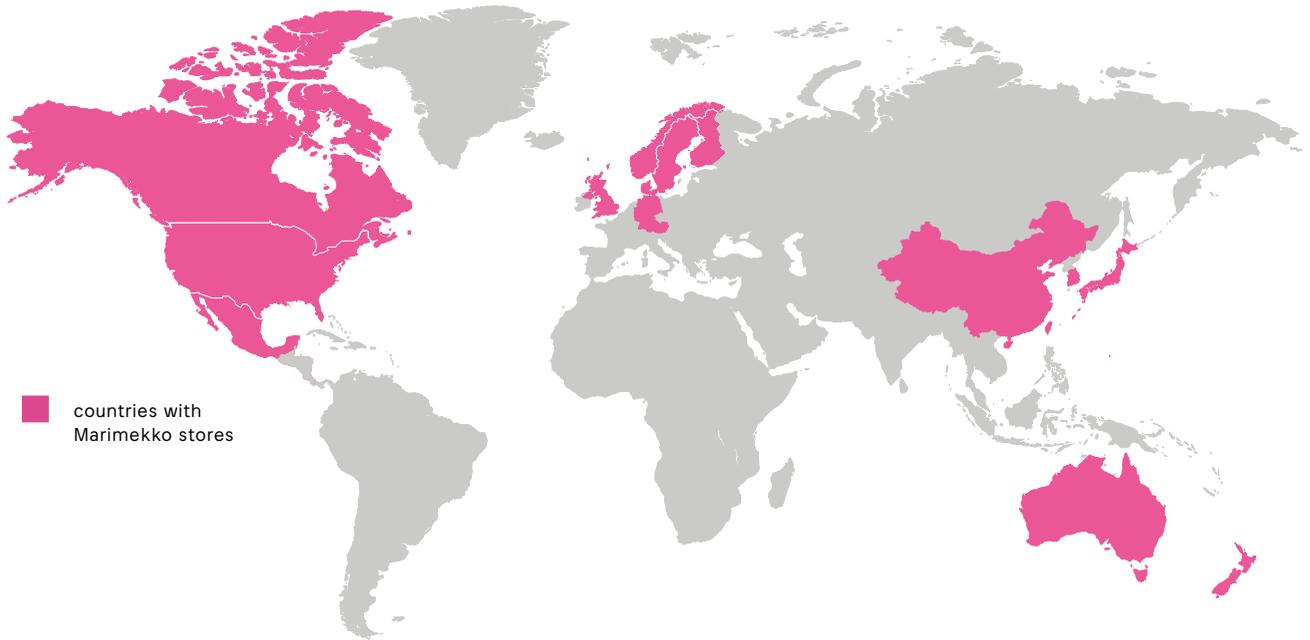
KEY FIGURES

	2013	2012	Change, %
Net sales, EUR 1,000	94,007	88,471	6
share of international sales, %	45	41	
Operating profit, EUR 1,000	82	2,019	-96
Operating profit margin, %	0.1	2.3	
Net result for the financial year, EUR 1,000	-955	1,100	
Earnings per share, EUR	-0.12	0.14	
Dividend per share, EUR	*) 0.25	0.25	0
Cash flow from operating activities, EUR 1,000	5,424	8,605	-37
Return on equity (ROE), %	-3.4	3.5	
Return on investment (ROI), %	-1.1	4.1	
Equity ratio, %	55.5	54.6	
Personnel at year end	502	535	-6
outside Finland	124	103	20
Brand sales ¹ , EUR 1,000	191,098	187,184	2
share of international sales, %	60	54	
Number of stores ²	133	108	23

¹ Estimated sales of Marimekko products at consumer prices. Brand sales are calculated by adding together the company's own retail sales and the estimated retail value of Marimekko products sold by other retailers. The estimate, based on Marimekko's actual wholesale sales to these retailers, is unofficial and does not include VAT. The figure is not audited.

² Includes the company's own retail stores, retailer-owned Marimekko stores and shop-in-shops with an area exceeding 30 sqm.

*) The Board of Directors' proposal to the AGM.



STORE OPENINGS IN 2013

During 2013, a total of 34 new Marimekko stores and shop-in-shops were opened, 25 of them outside Finland. These stores are divided as follows: six company-owned, nine retailer-owned stores, and 19 shop-in-shops.

Marimekko's own retail stores

Sweden: Täby

Finland: Helsinki, Kotka, Oulu and Vantaa

Denmark: Copenhagen

Retailer-owned Marimekko stores

Finland: Hämeenlinna

South Korea: Pangyo

Guam

Japan: Kagoshima and Osaka

China: Beijing, Shanghai and Hong Kong

Taiwan: Taipei

Marimekko shop-in-shops

Finland: Helsinki, Kuopio, Pori and Vaasa

Denmark: Copenhagen and Lyngby

Canada: Brossard, Calgary, Montreal, Ottawa, Toronto and Winnipeg

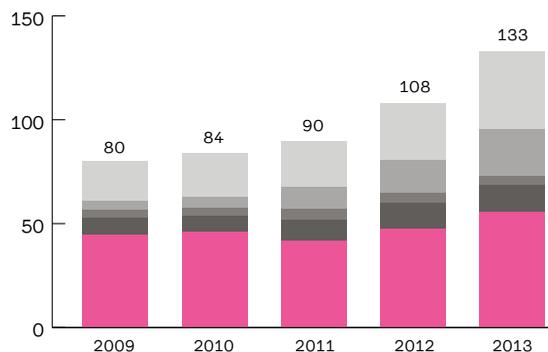
USA: Emeryville

Mexico: Mexico city (4)

Japan: Tokyo

New Zealand: Auckland

MARIMEKKO STORES



	2009	2010	2011	2012	2013
Finland	45	46	42	48	56
Scandinavia	8	8	10	12	13
Central and Southern Europe	4	4	5	5	4
North America	4	5	11	16	23
Asia-Pacific	19	21	22	27	37
Total	80	84	90	108	133

DO YOU NEED MORE INFORMATION?

Comprehensive information about Marimekko's business development can be found in a separate report, Financial Statements 2013. You can read and order the report on our website company.marimekko.com under Releases/Annual Reports.





Mexico's leading department store chain, El Palacio de Hierro, opened in its stores a total of four Marimekko shop-in-shops during 2013.

Highlights of the year 2013

34 NEW STORES

In Finland, Marimekko opened four new company-owned stores in the course of the year. In April, a full-range Marimekko store was opened in Oulu city centre. In November, Marimekko opened a small specialist store in central Helsinki, originally concentrating on sales of gifts in the run-up to Christmas and since February 2014 operating as a specialist in ranges for children. The two other new stores are factory outlets; one was opened in June in Kotka and the other in November in the Tammisto district of Vantaa. Also, a retailer-owned Marimekko store was opened in Hämeenlinna in July. Four new shop-in-shops were opened during the year, in Pori, Helsinki, Vaasa and Kuopio.

Mexico's leading department store chain, El Palacio de Hierro, opened a total of four Marimekko shop-in-shops in its stores in May and June. All these shops are in the national capital Mexico City, and their range focuses on Marimekko interior decoration product. Seven Marimekko shop-in-shops were opened in the stores of the Canadian interior design chain EQ3 in July and August. Of these six are in Canada – Winnipeg, Montreal, Brossard, Calgary, Ottawa and Toronto – and one is in the United States, in Emeryville near San Francisco.

In the beginning of June, Marimekko opened a company-owned store in Sweden at Täby Centrum, one of the biggest shopping malls

in the country, near Stockholm. In Copenhagen, a Marimekko-owned store was opened in August at an excellent location in the city centre. In the summer, the Danish department store chain Magasin opened two shop-in-shops concentrating on Marimekko's interior decoration products inside its stores, one in Copenhagen and the other in Lyngby. Marimekko's webstore expanded at the end of May to Sweden, followed in November by Denmark.

The first Marimekko store in mainland China opened in June in the Taikoo Li Sanlitun mall in the Chaoyang district of Beijing. In August, a Marimekko opening was celebrated at the brand-new International APM mall in Shanghai. Hong Kong's second Marimekko store was opened in the beginning of November at the Elements mall in Kowloon.

Marimekko's retailer in New Zealand, Bolt of Cloth, opened a Marimekko shop-in-shop concentrating on interior decoration products in its outlet in Auckland in June. A retailer-owned Marimekko store was also opened at a tourist centre in Tumon on the Pacific island of Guam.

In Japan, Marimekko's partner Look opened three new Marimekko stores during the year. The first of the stores, which opened its doors at the end of July, is in Kagoshima on the southernmost main island of Kyushu. In mid-November Look opened its fourth Marimekko store, in the Namba Parks mall, which focuses on fashion, in Osaka. The eighth Marimekko store

in Tokyo, a shop-in-shop concentrating on interior decoration product and bags, opened in August in Japan's best-known department store chain Isetan's flagship store. At the end of October the department store held a design week, when Marimekko was also represented by a separate pop-up-shop and two large window displays were decorated exclusively with Marimekko products.

South Korea's second Marimekko opened its doors in the middle of July at the new Avenue France mall in Pangyo, in the region of the national capital Seoul.

At the end of August, Marimekko signed an import and distribution contract with the Taiwanese Yun San Corporation, which is agent for several well-known European and Japanese fashion brands. The aim is to open five Marimekko stores and shop-in-shops in Taiwan by the end of 2018. The first Marimekko store was opened by Yun San in Taipei in the middle of November.



The expansion of the Marimekko store network in Japan continued: a shop-in-shop was opened in Japan's best-known department store chain Isetan's flagship store.



The first stores in mainland China opened in Beijing and Shanghai.



The first Marimekko store in Taiwan was opened in Taipei in the middle of November.



In November a small specialist store was opened in the centre of Helsinki. Since February 2014 it has been operating as a special store for kids.



The porcelain tableware designed by Marimekko has been in use in Finnair's business class since May 2013.

COLLABORATIONS

A long-distance passenger aircraft bearing the Unikko pattern has been flying as a symbol of the partnership between Marimekko and Finnair since autumn 2012. As of May 2013, Finnair's business-class passengers have eaten their meals off porcelain tableware designed by Marimekko. The blankets, cushions and antimacassars as well as the disposable tableware in economy class have also borne Marimekko patterns.

In June, Marimekko and the Banana Republic clothing brand owned by Gap Inc. signed a contract for the design of a special joint collection for summer 2014. The collection will be available at selected Banana Republic stores around the world and through the company's online store at the end of May 2014.

In November, three Marimekko designers took part as coaches in workshops held by the Cooper-Hewitt design museum in New York for students of different ages and for the general public. This was part of the Design by Hand series of workshops and debates, extending till spring 2017, arranged by the museum together with pioneering companies in international modern design.

SHOWS

At the end of January, Marimekko showcased its autumn and winter 2013 clothing collections to the international

media and industry professionals at the Stockholm Mercedes-Benz Fashion Week. In August the Copenhagen Fashion Week was held, where there was a colourful show of the collection for spring and summer 2014.

In May, Marimekko opened the summer season in Helsinki with the traditional fashion show in Esplanadi Park. The partner for this was the Finnish National Ballet. Children's wear had its own show during the day, accompanied by children from the Finnish National Opera's Ballet School.

Marimekko also held a festive Christmas show in Helsinki city centre at the end of November.

EXHIBITIONS

The Warp and Weft of Finnish Textiles, an exhibition opened at the end of 2012 in Japan, continued till mid-March. Held at the Dazaifu Tenmangu temple, the exhibition included fabrics designed for Marimekko by Maija Isola, Fujiwo Ishimoto and others.

The Kennedy Museum in Berlin staged an exhibition in January-February which featured Marimekko items used by Jacqueline Kennedy in 1960 during the American presidential election campaign. Other Marimekko fashion from the period was also on display.

A touring retrospective exhibition of Marimekko put together by Helsinki's Design Museum was on show at the Estonian Museum of Applied Art and

Design in Tallinn during March and April.

At the Maison & Objet trade fair in Paris in September, Marimekko presented the Sääpäiväkirja ensemble of fabrics, tableware, kitchen textiles and posters as well as launching the Konkkaronkka silverware designed by Mari Isopahkala. Sääpäiväkirja was also in centre stage in September at Marimekko's stand at the Habitare exhibition in Helsinki as well as at Helsinki Design Week's Marimekko events.

NEWS ABOUT DESIGNERS

Satu Maaranen, who also designs clothes and printed patterns for Marimekko, won the prestigious Grand Prix du Jury Première Vision at the Hyères International Festival of Fashion and Photography in April.

Teemu Muurimäki joined the Marimekko design team as a new designer. His first job was to design one-off Unikko dresses for a fashion show at the Copenhagen Fashion Week. The dresses were featured in international magazines even after the week was over.



In August Marimekko showed its spring and summer 2014 collection at the Copenhagen Fashion Week.



Marimekko's traditional summer show in Helsinki's Esplanadi Park was held in May in collaboration with the Finnish National Ballet.



The year's debut product was Konkaronkka silverware set designed by Mari Isopahkala.



Marimekko took part in the Warp and Weft of Finnish Textiles exhibition held at the Dazaifu Tenmangu temple.

Vision, goals and strategy

Our vision is to be the world's most admired pattern designer and one of the most fascinating design brands.

Marimekko's strengths are the uniqueness and inherent interest of the brand, the diversity of the patterns, and the originality of the design idiom. The company has a long-term international growth strategy; its goal is to grow and succeed in the international arena as a Finnish design company that has a strong identity. In business development, the focus is on controlled organic growth in Finland and selected international markets. The geographical areas of emphasis are the regions in which the Marimekko brand is already known or where there is a growing interest in Marimekko's design idiom and brand.

Every effort is made to boost the brand's value through the long-term development of product, store and distribution concepts. Another aim is to maintain good solvency and liquidity in all market conditions.

FINANCIAL GOALS

Securing profitable growth

- annual growth in consolidated net sales over 10%
- operating profit as a percentage of net sales 10%
- return on equity (ROE) over 15%
- equity ratio 60%

A steady dividend policy

- the intention is to pay a yearly dividend
- percentage of earnings per share allocated to dividends at least 50%

ACHIEVEMENT OF FINANCIAL GOALS

	2013	2012	2011	2010	2009
Annual trend in net sales, %	6	14	6	1	-11
Operating profit as a percentage of net sales, %	*) 0.1	2.3	4.6	11.1	8.7
Return on equity (ROE), %	-3.4	3.5	8.4	18.4	14.8
Equity ratio, %	55.5	54.6	67.2	78.8	77.7
Dividend per share, EUR	***) 0.25	0.25	0.55	0.55	0.45
Dividend per profit, %	neg.	178.6	157.1	72.8	76.3

*) Includes EUR 1.3 million in nonrecurring expenses due to arrangements arising from the statutory employer-employee negotiations concluded during the second quarter of 2013. Of these expenses, EUR 1.0 million are included in EBITDA.

***) The Board of Directors' proposal to the AGM.



THE CORNERSTONES OF THE STRATEGY

Unique design and a strong brand	Product assortment based on a lifestyle concept	Long-term international growth strategy with a focus on Marimekko stores	Unique Marimekko spirit and corporate culture that emphasises creativity and internal entrepreneurship
<p>The brand is built to be more international and the profile is raised with the help of Marimekko’s unique and fascinating design.</p> <p>Marimekko’s skills as an expert in colours and patterns are accentuated more clearly as a factor of differentiation.</p> <p>High-quality and innovative design expertise is maintained and enhanced as a factor boosting competitiveness.</p> <p>An unpretentious attitude to life and the fascinating history of the company are a significant part of the brand.</p>	<p>Growth is sought with new customer groups and with product innovations. All products must be functional and timeless.</p> <p>The extent of the lifestyle concept will be utilised in launching new product categories.</p> <p>The share of in-house product design in the collections will be stepped up and it will be integrated better with Marimekko’s strong expertise in patterns.</p> <p>The number of accessories and small utensils in the ranges will be increased to enhance profitability.</p> <p>More attention will be paid to product coordination when building the collections.</p> <p>In-house production has a central role in product development.</p> <p>The product assortment is complemented with selective co-branding and licensing.</p>	<p>Geographically, the focus is on areas in which the Marimekko brand is already known or where there is a natural demand.</p> <p>Awareness of Marimekko is raised mainly through PR in earned and digital media by utilising the strength of the brand. PR plays a strategic role especially when the company is establishing itself in new markets.</p> <p>A flagship store will be opened in the most important markets. The flagships carry all of Marimekko’s product lines and serve as a showcase to the buyers of major department stores, for example.</p> <p>The distribution network will be expanded in a controlled manner by opening new company-owned stores, retailer-owned Marimekko stores and shop-in-shops.</p> <p>More profitable retail store and distribution concepts will be built, which will reinforce the brand’s competitiveness and attractiveness in the different distribution channels.</p> <p>E-commerce and selected other distribution will increase sales and improve the availability of products.</p>	<p>Leadership is based on shared values which inspire and motivate the personnel, guide decision-making and help achieve the company’s vision.</p> <p>A corporate culture that emphasises creativity and internal entrepreneurship is encouraged.</p> <p>Expertise required particularly in the internationalisation of the company will be reinforced.</p> <p>Operational efficiency will be improved along with systematic working and coordination in all business areas.</p> <p>A personnel survey will be carried out every two years.</p>

Sustainability at Marimekko

In 2013, Marimekko continued the long-term work of developing the sustainability of its operations. Marimekko joined the international Better Cotton Initiative, increased the dialogue with its supply chain, and trained its personnel in sustainability-related matters. The year also reminded us of the challenges of monitoring a global delivery chain and of traceability of cotton, for example.

Marimekko's sustainability thinking is based on our view of Marimekko as a house that respects people and the environment they live in around the world. Marimekko has the opportunity and responsibility to take part in building a better, sustainable future together with its stakeholders.

Marimekko's sustainability work is based on the general principles of Marimekko's corporate social responsibility and corporate responsibility strategy as well as the targets set for the period 2011–2015.

The overall objective of Marimekko's strategic corporate responsibility is that environmental, social and financial sustainability based on the common values and goals is an integral part of everything we do. The priority areas of sustainability work are especially sustainable design and responsible sourcing, without neglecting the product's entire value chain.

Material issues

The material sustainability issues for Marimekko were defined for the first

time in 2007. The materiality assessment has been updated in 2010 and 2013. Feedback from stakeholders and industry reviews are important sources of information in this work. There are five essential sustainability themes: sustainable design, responsible sourcing, environmental impacts of manufacturing, employee wellbeing and expertise, and responsible business practises. These five main themes and the specific issues related to them guide the planning and reporting of our sustainability work.

SUSTAINABLE DESIGN

Design is the core of Marimekko's business and one of the main aspects of sustainable development for Marimekko. Choices made in design and product development significantly affect the environmental impacts of a product's lifecycle. A well-designed, timeless, high-quality and functional product will give its users pleasure for a long time, and it is therefore a sustainable choice. Durability is indeed the key measure of a product's ecological quality, and it is our aim that, when properly cared for, Marimekko products will last from generation to generation.

In 2013 a workshop examining the environmental impacts of products and materials as well as strategies for sustainable design was held for in-house and freelance designers. The designers were also presented with a checklist on sustainable design developed to support designers in their work. The checklist helps the designers in identifying

MARIMEKKO'S STRATEGIC SUSTAINABILITY OBJECTIVES

- eliciting the commitment of strategic suppliers for developing their own sustainability
- increasing the proportion of more sustainable materials in the collections
- improving the durability of products through product development and quality control
- constant monitoring of the chemicals used in the manufacturing of products
- absolute user-safety of products in all circumstances
- continuous reduction of the environmental impacts of in-house manufacturing relative to the volume of operations
- educating customers in caring for products and the impacts during use
- employee satisfaction with Marimekko and the company's sustainability work

Marimekko dress woven from a new, Finnish birch pulp fibre

Marimekko closely monitors the product development of materials so that it can provide its customers with new and more sustainable materials. Marimekko got introduced to a new cellulose fibre innovation at a seminar held by Finnish Bioeconomy Cluster FIBIC in autumn 2013 and promptly contacted its developers. Collaboration between Marimekko and the Aalto University resulted in the Allu dress made from the new loncell fibre. The dress was showcased at a Marimekko fashion show in Helsinki Central Railway Station in March 2014. The dress was designed by Tuula Pöyhönen.

The more ecological loncell fibre comes from a Finnish raw material of birch-derived dissolving pulp obtained from Finnish pulp mills. The production method for the fibre was developed by the research team of Aalto University Professor Herbert Sixta, and it is based on ionic solvents developed at the University of Helsinki under the leadership of Professor Ilkka Kilpeläinen. loncell fibre is stronger than cotton and viscose; it shines beautifully and has a soft feel to it. If all goes well, the fibre can begin to be produced on an industrial scale in 3–5 years.

“If this new manufacturing method can be made into a commercial success, it can be used to replace cotton and the oil-based synthetic fibres that now dominate the global market, like polyester. Demand for new, more ecological materials is growing all the time, and consumers around the world want more ecological and sustainable products. Also, appreciation of Finnish know-how is very high around the world, so it would be really great if this kind of innovation were to start from Finland. It was great to get involved at this early stage in this development work by the Aalto University,” says Mika Ihmuotila.



MARIMEKKO'S SUSTAINABILITY TARGETS 2011–2015

Sustainable design	Responsible sourcing	Environmental impacts of manufacturing	The wellbeing and expertise of employees
<p>Target: the share of more sustainable materials in the collections 20 per cent by the end of 2015*</p> <p>The use of organic cotton was increased in the interior decoration collections, and more linen and regenerated cellulose fibre lyocell was used in the clothing collections than in previous years.</p> <p>Marimekko joined the international Better Cotton Initiative (BCI). The share of BCI cotton used in the collections will be increased in stages, starting with the 2015 collections. In 2013, the share of more sustainable materials in the textile products sold was 10 per cent.</p> <p>We collaborated with the Aalto University, as a result of which a cellulose-fibre dress made of the new, ecological loncell fibre, designed by Marimekko was showcased at Marimekko's fashion show in March 2014.</p> <p>* A product made from more sustainable material is defined based on MADE BY organisation's fibre classification where materials containing 45 percent or more of fibre in classes A–C are considered more sustainable. E.g. organic cotton, linen and lyocell and blends of these are included in these categories.</p>	<p>Targets: assessment of suppliers from sustainability perspective and eliciting their commitment for developing their sustainability; strategic suppliers in risk countries covered by Business Social Compliance Initiative audits by the end of 2015</p> <p>Sustainability assessment criteria and detailed scoring guidelines for suppliers were drawn up for Marimekko's buyers. The first round of assessment will be performed in 2014. In the future, assessments will be carried out on a regular basis.</p> <p>We gave sustainability aspects a larger role in connection with supplier factory visits. A factory visit checklist for buyers was introduced to assist them in assessing sustainability perspectives.</p> <p>We began discussions with the main suppliers of cotton products for interior decoration and clothing on the introduction of BCI cotton and on the importance of cotton traceability.</p> <p>BSCI-audits of non-EU suppliers were carried out according to plan.</p> <p>At the end of 2013, 60 per cent of Marimekko's purchases from suppliers outside the EU were covered by the BSCI audits. In addition to BSCI audits, suppliers outside the EU are also audited within the framework of other social auditing systems. BSCI and other social audits cover a total of 83 per cent of purchases from outside Europe.</p>	<p>Targets: the continuous reduction of the environmental impacts of in-house manufacturing and the Helsinki head office in proportion to the volume of business; figuring environmental aspects into machinery and equipment investments; regular environmental training and Green Office campaigns for the personnel</p> <p>In Marimekko's own premises, we switched to using fully renewably generated electricity, which substantially reduced the indirect carbon dioxide emissions subject to monitoring.</p> <p>No major investments were made in the machinery and equipment for manufacturing in 2013, but new water metres were installed for manufacturing, which allow the monitoring of water consumption on a printing line-specific basis in the future.</p> <p>The quantity of mixed waste sent to landfill was reduced significantly compared with the previous year, and was only 5 per cent of the waste generated (12).</p> <p>Green Office campaigns were held for the personnel to reduce energy consumption and paper usage. Waste sorting training was also held for the personnel.</p> <p>We increased Green Office communication on the intranet, took part in a competition to encourage commuting by bicycle, and we organised a week of seasonal food with the personnel cafeteria to increase awareness.</p>	<p>Targets: better personnel survey results than from similar companies and a good standard of overall results; training the personnel in sustainability-related matters</p> <p>Marimekko's personnel survey is carried out every two years. The survey was performed last time in 2012 and the next will follow in 2014.</p> <p>Personnel, particularly those working in sourcing, sales and design were trained in sustainability-related matters. The training focused on Marimekko's sustainability work and its targets, and information was provided, for example, on BSCI, BCI and the lifecycle impacts of materials.</p> <p>To support in-store customer service, a product line- and product category-specific summary of manufacturing countries was prepared for the stores to provide background on the countries where Marimekko products are made.</p> <p>A checklist on sustainable design was prepared for designers, and tools were introduced for assessing the environmental impacts of materials.</p>

different environmental impacts in the design process. With the help of the list, designers can, for example, rate a garment they have designed on the basis of environmental aspects and make better choices from environmental perspective in designing the product.

Leftover fabric reused

In 2013, an internal project to further increase the reuse of leftover materials and fabric cut-offs was launched. Marimekko designers took on the challenge. The aim is to design new products utilising leftover materials and grade two silver medal fabrics. The first new products made within the framework of the project – Marimekko suit bags – came on sale in Marimekko's factory outlet stores in spring 2014. The objective is that the utilisation of leftover fabrics and trimming waste becomes a continuous and firm part of the collection work. We want to take any leftovers or fabric cut-offs into consideration already when the collection is being built. It was this philosophy that once led to the purses now known as Marimekko classics, for example.

Towards better cotton

In 2013, Marimekko took a major step towards better cotton by joining the international Better Cotton Initiative, which aims at making global cotton production more sustainable by training farmers in more efficient cultivation techniques that use less water and chemicals. BCI cotton will be added systematically to Marimekko's collections from 2015 onwards.

Marimekko also actively follows the results of research and development on new materials. As a Finnish company, Marimekko is particularly interested in projects started in Finland in which Finnish wood pulp is used to manufacture textile fibres using environmentally friendly techniques.

RESPONSIBLE SOURCING

In addition to in-house manufacturing, Marimekko products are also manufactured by subcontractors in

Durability is a key measure for a product's ecological quality, and it is our aim that, when properly cared for, Marimekko products will last from generation to generation.



Silver medal bag

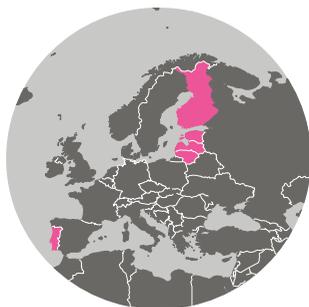
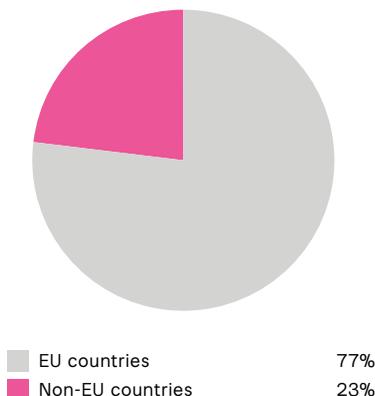
In fabric printing, the best printed metres are gold medal class. Good seconds, silver medallists are separated out in extremely stringent inspections. And they are therefore almost as good as first class.

We try to use all the fabric we print. The silver medal bag is one of Marimekko's most popular textile products. As material for long-lasting shopping bags, grade two fabrics go to the best possible use – it is useful and saves the environment.

Finland and abroad. Marimekko's wide product range often demands special skills and manufacturing capacity for many products, which Marimekko does not possess or which is not available in Finland or even in the neighbouring countries. High-quality workmanship and manufacturing know-how exists in various parts of the world, and the goal of Marimekko's sourcing is always to find the most suitable and competent manufacturer for each product. Sourcing decisions are made one collection at a time, aiming for long-term partnerships. A skilled and diverse supply chain is in a vital position for Marimekko's competitiveness.

The majority of Marimekko products are made in EU countries and only about a fifth comes from outside the EU. Wherever the products are made, special attention is paid to the manufacturing conditions. Communications between Marimekko and the suppliers is constant. Responsible sourcing is guided by the Principles of Responsible Sourcing and Marimekko's Code of Conduct for suppliers. Marimekko is also a member of the European Business Social Compliance Initiative (BSCI), which aims at promoting monitoring of working

Geographical breakdown of manufacturing 2013



The main manufacturing countries were Finland (30%), Estonia (19%), Lithuania (14%) and Portugal (11%). The main non-EU manufacturing countries were China (8%), Thailand (7%) and India (5%).

conditions and to improve working conditions in the global supply chain. Compliance with Marimekko's Code of Conduct and the BSCI's ethical principles is monitored by Marimekko's own employees and by independent third party auditors.

Improving the transparency of the supply chain is long-term work. Currently Marimekko does not publish detailed information on its suppliers. Marimekko has broader sourcing development work under way and, instead of individual issues, we aim to open up the supply chain more widely in the next few years. To increase transparency, all Marimekko products have been marked with their country of origin since 2006.

Factory audits support in developing operations

As a member of BSCI, Marimekko has committed itself to social audits of suppliers operating outside the EU in risk countries, as defined by BSCI. Among Marimekko's sourcing countries, for example, China, Thailand and India have been classed by BSCI as risk countries where the local authorities' monitoring is seen as inadequate in ensuring operating according to law.

In 2013, 60 per cent of non-EU purchases were covered by BSCI audits and a total of 83 per cent were covered by BSCI audits and other, similar social audits. The target is, by the end of 2015, for 90 per cent of non-EU purchases to be covered by BSCI audits. By the end of 2013, 67 per cent of the target

had been achieved. Of Marimekko's BSCI-audited suppliers, 72 per cent have passed the audit acceptably. If the audit finds points for improvement, the results are examined closely, the necessary corrective measures are decided on together with the supplier, and compliance with these is monitored actively. The points for improvement detected most often relate to working hours and work safety practices.

The origin of cotton

Marimekko annually surveys the origin of cotton used in its products together with its suppliers. Based on the survey, cotton for Marimekko products are sourced from around the world: the United States, Asia, Africa and South America. Cotton traceability for individual products is challenging for Marimekko because Marimekko does not itself deal directly with the cotton farmers. The cotton production chain has many links and often raw cotton fibres from different countries are blended together at wholesalers before they are sold to spinners who spin the cotton to thread. For spinning to thread, the cotton may also be intentionally blended from several different areas to achieve consistent quality. It takes time and resources to collect precise data on the origin of cotton through the supply chain, and as a small company on the international market, Marimekko cannot alone impact the availability and flow of information. Because the objective of traceability is also to ensure

KEY INDICATORS FOR RESPONSIBLE SOURCING

	2013	2012	2011
Manufacturing in the EU countries, % of sales	77	79	81
ISO 14001 certified suppliers	17	18	18
SA 8000 certified suppliers	4	4	4
BSCI audited suppliers	22	13 ¹	9 ¹
Share of purchases from BSCI audited suppliers			
in non-EU countries, %	60	29	18 ²

¹ Figure corrected based on more detailed information.

² Marimekko joined the BSCI initiative in November 2011.

of the appropriate conditions in cotton production, it is better to address the issue together with other actors in the sector. This is among the reasons why we decided to join the Better Cotton Initiative.

Marimekko is aware of risks of human rights abuses, such as the use of child and forced labour, particularly in certain cotton cultivation areas like Uzbekistan. For this reason, Marimekko does not currently accept cotton from Uzbekistan in its products. Marimekko joined the Responsible Sourcing Network's Cotton Pledge initiative in 2012. The aim of the initiative is to pressure the government of Uzbekistan to end the use of child and forced labour on its cotton plantations and to comply with International Labour Organization's basic conventions.

ENVIRONMENTAL IMPACTS OF MANUFACTURING

Taking care of the environment is one of the basic pillars of Marimekko's operations. The main environmental aspects of Marimekko's in-house manufacturing concern the operations of the Herttoniemi textile printing factory and head office: mitigating climate change with the help of energy efficiency and the use of renewable energy sources, minimising water consumption, and minimising, recycling and reusing waste. A large part of the monitoring of Marimekko's business in respect of environmental activities is based on legislation and other official regulations, but we want to do more than that.

Marimekko's head office in Helsinki has a Green Office label granted by WWF Finland. The aim of the Green Office environmental programme is to reduce the environmental impacts of offices and to increase their personnel's environmental awareness.

Mitigating climate change

In 2013, Marimekko switched over to using fully renewably generated electricity in all of its own premises. The adoption of fully renewable electricity had a significant effect on reducing

Marimekko's carbon footprint, although electricity consumption fell only slightly. Compared to 2010, the emissions of Marimekko's in-house manufacturing and the Herttoniemi head office were down by 42 per cent. In addition to almost emission-free electricity consumption, efforts are made to mitigate climate change by conserving energy, for example by developing production methods, by investing in energy-efficient machinery and equipment, and by carefully monitoring energy consumption.

The energy used for the production of the Helsinki textile printing factory is generated with natural gas. Natural gas consumption in 2013 declined by 14 per cent compared to the previous year. The operations of the printing machines were given particular attention and operations were optimised to avoid unnecessary energy consumption.

In 2014, an energy review by an external specialist will be made at the Helsinki printing factory, which will help improve the manufacturing energy efficiency even further.

Water consumption

Marimekko's textile printing factory in Herttoniemi prints more than a million metres of fabric for interior decoration and clothing per year. Each fabric requires, depending on the pattern and colours, 1–12 printing screens – one for each colour. The screens are washed after each time they are used, so this stage of the work uses a lot of water. Water is also needed for finishing treatments of the printed fabric – for example, colours are fixed with hot water vapour and the fabric is then washed once again.

More precise monitoring of water consumption was started in 2013 with the aid of water consumption measuring devices connected to various stages of the printing process. This enables us to focus attention on the stages of the process which use the most water, and to decrease the consumption where possible.

In 2013, water consumption was substantially lower than in the previous year. In 2012, water consumption was

Better Cotton Initiative – for a better cotton industry

Cotton is Marimekko's most important raw material. Cotton is also a globally important fibre – a renewable and pleasant natural fibre which practically all of us use daily in some form. The global cotton production employs almost 300 million people in the primary production stage alone. For millions of people, particularly in the poorest countries in the world, cotton provides a vital link to the global economy.

In November 2013, Marimekko became the first Finnish company to join the international network aiming to improve conditions for cotton production Better Cotton Initiative (BCI). It is BCI's objective to make global cotton production more sustainable by training cotton growers and by creating demand for better cotton throughout the supply chain.

For Marimekko, membership of BCI is a step towards our goal of increasing the proportion of more sustainable materials in our collections and improving the transparency of our supply chain. Our goal with the membership is to start using and gradually increase the amount of cotton produced in accordance with BCI criteria in our collections.

Read more about BCI on the website bettercotton.org

increased in particular by the start-up of a new rotation press and the washing of screens in test runs of the machine.

Chemicals

Marimekko's textile printing factory needs to use chemicals. Chemicals are used to prepare printing screens. In addition to printing dyes, various kinds of detergents and finishing agents are used in the printing process. In accordance with regulations, there are detailed chemical information sheets available for all the chemicals used. All employees working with chemicals are trained in the health and safety impacts of chemicals and in the use of proper protective gear. In 2013, new software for chemical information management was adopted in the printing factory.

The use of chemicals in manufacturing is carefully regulated at the European level within the framework of REACH chemical legislation. There is also strict legislation on chemicals in Marimekko's other markets, such as Japan and the United States. Legislation helps to restrict the use of substance found to be harmful to people and the environment. It is Marimekko's responsibility to ensure that all Marimekko products comply with chemical requirements of both European legislation and the legislation and regulation in Marimekko's other customer markets.

KEY ENVIRONMENTAL INDICATORS

	2013	2012	2011
Textile printing factory output, million metres	1.3	1.2	1.5
Electricity consumption ¹ , MWh	2,184	2,208	2,305
Heating energy consumption ² , MWh	2,370	2,235	2,696
Natural gas consumption ² , MWh	3,672	4,200	4,373
Natural gas consumption ² , kWh / metre of fabric printed	2.9	3.4	3.0
Direct carbon dioxide emissions (scope 1), tonnes (natural gas)	727	832	866
Indirect carbon dioxide emissions (scope 2), tonnes (electricity and heating)	256	701 ³	456
Direct carbon dioxide emissions (scope 1), kg / metre of fabric printed (natural gas)	0.58	0.67	0.60
Water consumption ² , m ³	35,195	44,301	37,947
Water consumption, litres / metre of fabric printed	28	36	26
Waste generated from operations, tonnes	162	184	228
Share of waste sent to landfill from waste generated, %	5	12	15
Share of products sold made from more sustainable materials ⁴ , %	10	4	5

¹ Applies to the Helsinki textile printing factory and office building as well as the factories in Kitee and Sulkava.

² Applies to the Helsinki textile printing factory.

³ Figure reported earlier corrected based on recalculation with an updated emission factor.

⁴ Calculated from sales in terms of units sold. A product made from more sustainable material is defined based on MADE BY organization's fibre classification where materials containing 45 percent or more of fibre in classes A–C are considered more sustainable. E.g. organic cotton, linen and lyocell and blends of these are included in these categories. The share for 2011 has been calculated based on product weight and is not comparable.

DO YOU WANT MORE INFORMATION?

You can read more about Marimekko's sustainability on our website company.marimekko.com under Corporate responsibility.



Personnel

At Marimekko we have always believed in being genuine, fair and courageous, and in the power of working together. Marimekko's personnel are skilled, creative and very committed. These ingredients create a strong corporate culture and a good team spirit, which are important pillars of the company's strategy.

INTERNATIONALISATION OFFERS OPPORTUNITIES

Marimekko is experiencing a period of strong growth and in 2013 the number of Marimekko employees abroad continued to rise. At the end of the year, Marimekko had 502 (535) employees, of whom 124 (103) worked abroad. During the past few years, the number of personnel has increased in particular due to store openings abroad.

Expanding operations require Marimekko's personnel to have stronger knowledge of international business. In recent years, Marimekko

employees have been offered more and more opportunities to work in a multicultural business environment and to transfer to new positions in-house. Job rotation expands understanding of business operations as a whole and promotes the development of the personnel's expertise.

TOGETHER WE ARE WELL AND WE ACHIEVE MORE

The personnel's wellbeing and ensuring that the employees have a good basis for success in their work are at the core of Marimekko's human resources functions. Supervisory work

and management are firmly grounded in the company values and they are based on fair and consistent leadership. Good management and supervisory work are the foundation of successful operations. Marimekko's managers are supported in strengthening their supervisory skills so that they can act as inspiring coaches for their teams and create a basis for smooth running. Good leadership underpins the employees' wellbeing, commitment and performance capability.

During 2013, personnel work concentrated particularly on supervisor training, wellbeing on the job and planning of human resources. Supervisory work was further enhanced, and training programmes for managers continued. Also, new long-term training programmes were started for sales personnel. Supervisor training related to the early intervention model launched to support Marimekko's working community continued in Finland, and a special application of the model was also created for international use. All these measures are aimed at ensuring that Marimekko employees are well, that the work goes smoothly and that results are obtained.

A biennial personnel survey, the Marimeter, charts the personnel's job satisfaction. On the basis of the results, the team members develop their ways of working together and identify the best practices for improving operations and maintaining an inspiring job atmosphere. The previous personnel survey was carried out in 2012 and the overall results of the poll were very positive. The respondents found the most room for improvement in the fairness of supervisors' work and in opportunities for maintaining skills. These areas of improvement were invested in during 2013, for example with supervisor training. The next personnel survey will be carried out in 2014.

KEY FIGURES, PERSONNEL

	2013	2012	2011
Average number of employees ¹	526	497	402
Employees at year end ¹	502	535	434
New employees	71	93	106
Leavers ²	52	64	65
Leaving turnover rate, %	10.4	11.9	13.8
Average age of employees, years	37	37	40
Employee gender ratio, Women/men, %	91/9	91/9	88/12
Women in Board of Directors, %	17	17	17
Women in Management Group, %	67	67	67
Sick leave absences ³ , %	3.4	3.4	3.8
Work and commuting accidents	26	23 ⁴	18
Healthcare expenses / person ⁵ , EUR	902	758	518
Overall result of personnel survey, scale 1-5 ⁶	-	3.78	3.70

¹ FTE (full-time equivalent)

² Including voluntary leavers and retirements. Not including ended fixed-term employment.

³ Calculated theoretical regular working hours. Applies to employees in Finland.

⁴ The figure for 2012 have been adjusted after specified information.

⁵ Marimekko employees in Finland

⁶ The personnel survey is conducted every two years.



Marimekko spirit

Leadership at Marimekko is based on common values, the principles we consider important and in which we believe in our everyday work. We have carefully chosen six basic values which inspire and motivate us, guide our choices and help us to achieve our vision. We set the values the same way we do everything else – together.

Living, not pretending

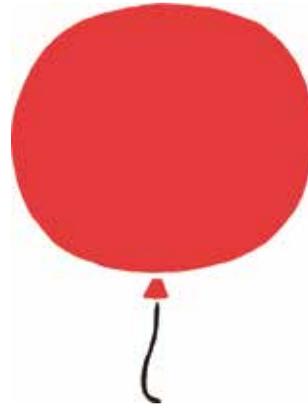
Fairness to everyone and everything

Common sense

**Getting things done
–together**

**Courage, even at
the risk of failure**

Joy



Welcome to Marimekko Village!

Marimekko's global customer programme invites all Marimekko friends to exchange views and experiences and to get inspired by colours, patterns and stories.

The registered members of Marimekko Village are delighted with various treats and surprises and with invitations to enticing events. Marimekko Village is open to everyone – you can join it in our stores or online at village.marimekko.com.

LET'S SHOP

In addition to our stores, we offer through our online shop all kinds of Marimekko treasures: fabrics and other interior decoration, clothing and bags, novelties and popular classics.

marimekko.com

village.marimekko.com

facebook.com/marimekkoglobal

instagram.com/marimekkoglobal

twitter.com/marimekkoglobal

pinterest.com/marimekkoglobal

youtube.com/marimekkovideo



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