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FINLAND**

# **FASHION IN FINLAND**

Fiskars by Maria Korkeila, photo by Chris Vidal



Männistö, photo by Chris Vidal



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# BACKGROUND

Modern Finnish fashion was born during the heyday of Finnish design and architecture in the 1950s. Today Finland is looking to the future with the fast development of new material innovations, award winning young designers and successful sustainable brands.



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Finnish brands are designer driven – quality, sustainability and strong artistic vision are at the core of Finnish fashion.

During the past few years, Finnish designers and brands have been celebrated in all the important media from Vogue Italy to the New York Times.

RUNWAY

# “Speed Up / Slow Down”: Meditations on Time, Scale, and Assessing Value

Benjamin Kirchhoff, and



BY LAIRD BORRELLI-PERSSON

June 14, 2019

RUNWAY

## In Helsinki, an International MA Student Ines Kalliala



BY LAIRD BORRELLI-PERSSON

Mar 30, 2019



Kulttuuri

## Suomalaissuunnittelijat ovat salaa valloittaneet isot muotitalot, ja nyt muotilehdet hehkuttavat Aaltoa – Lama toi esiin Suomi-muodin luovuuden

Yhdysvaltain Vogueen mukaan Aalto-yliopistosta on muodostunut olennainen luovuuden lähde maailman muotiteollisuudelle. Kaikki alkoi suomalaisen muotiteollisuuden kaataneesta lamasta: tilalle oli pakko luoda uutta.



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# FASHION HERITAGE





## Vuokko Nurmesniemi







Vuokko Nurmesniemi is the grand old master of Finnish fashion. She is best known for her designs for Marimekko in the 50s and 60s. She started her own label Vuokko in 1964.

Nurmesniemi's design has been the inspiration for many current foreign fashion superstars and she is still designing and running her shop in Helsinki.



In the late 1960s Nurmesniemi became one of the first designers concerned about the environmental impact of the textile industry.

She received the Milan Triennial XIII grand prix and Lunning Prize for design in 1964, the Prince Eugen Medal in 1986 and the Kaj Franck Design Prize in 1997.



Marimekko





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Marimekko is a Finnish lifestyle design house founded in 1951 with a mission to empower people to be happy as they are and to bring joy to their everyday lives with bold prints and colours.

In the 1950s Marimekko began making dresses with abstract prints and vibrant colours for women who are bold in expressing their personality through their choice of attire.



Marimekko is considered one of the first lifestyle brands in the world. Ready-to-wear clothes, bags and accessories, as well as home decor, are all a part of the expression of joyful living.

Marimekko became an international phenomenon at an early stage. Jacqueline Kennedy bought several Marimekko dresses in 1960. This hit the headlines around the world, helping the company to conquer foreign markets.



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Some more Finnish heritage brands:

R-Collection

Nanso

Sasta

Vallila

Joutsen

Luhta

Reima





# TALENT AND YOUNG DESIGNERS

Anna Semi, Aalto Arts





Young Finnish designers are known for their high-level, artistic designs that avoid the pitfalls of calculated commercialism.

**Aalto University** in Helsinki has become one of the hottest design schools in the international fashion scene. Headhunters, buyers and press representatives are drawn to Finland to see Aalto University's graduate show.





Business of Fashion website ranked Aalto's BA programme to be one of the best in the world.

Aalto's students have enjoyed huge success at international design competitions such as the Hyères International Festival of Fashion in France and Designer's Nest.





This success has been noted, as many young Finnish talents have been recruited to international fashion houses such as Rick Owens, Balenciaga, Chanel, Diesel, Prada and Saint Laurent.

Many of the brands present their collections yearly at Paris Fashion Week, Milan Fashion Week or Pitti Uomo







## Rolf Ekroth



Rolf Ekroth, photo by Osma Harvilahti



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**Rolf Ekroth** graduated from Aalto University and is one of the rising stars of Finnish Fashion. The former professional poker player and social worker launched his own label in 2019 at Pitti Uomo.

Ekroth's trademark of futuristic sportswear is inspired by anime and 1990s rap.

Ekroth was the winner of Designer's Nest 2015 and a finalist of Hyères International Festival of Fashion 2016. In 2017 he designed a capsule collection for Galeries Lafayette.





## Vyner Articles





**Heikki Salonen** launched his new namesake menswear line called Vyner Articles in 2018.

A graduate of London's Royal College of Art, Salonen is one of Finland's most successful designers in recent years. He previously worked at Erdem and as a design director of women's wear at Diesel.

In 2008 Salonen launched his eponymous brand that quickly earned a cult reputation. In 2013 Salonen started as a head designer in a Parisian avant-garde brand owned by the OTB group.



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Some more young designers and new brands to watch:

Aalto University Fashion department graduates

Maria Korkeila

Emma Saarnio

Juslin Maunula

Sasu Kauppi

Ervin Latimer

Julia Männistö



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New Finnish fashion can be spotted in fashion media such as Vogue Italy, Vogue USA, Dezed & Confused, Another Man, WWD, Le Figaro, South China Morning Post and ELLE Korea.





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# SUSTAINABILITY





Unique design combined with good quality and sustainable production methods and materials have helped Finnish high fashion brands to achieve commercial success at home and overseas.





## REPAIR & RENTAL SERVICES

Repair and rental services have become increasingly popular among fashion consumers in Finland.

The services enable responsible consumption and make Finnish fashion accessible to everyone.





Many of the Finnish fashion brands run repair services and **second-cycle concepts**.

The brands repair or collect and reuse their own old collections.

Successful second-cycle services are available by brands such as Arela, Vallila and Marimekko.





**The rental services** enable recycling and serve consumers, for example, in the purchase of party clothes or business outfits.

Brands such as Uhana run their own rental services. The Ateljé rents clothing from several brands and Curated sells well-selected second-hand products.





Uhana. Photo by Simelius simelius



## Nomen Nescio







Nomen Nescio is a brand founded in 2012 by Timo and Niina Leskelä. It is known for its extreme simplicity and brutally Nordic aesthetics. The Helsinki-based brand features only black pieces.

The collection is made from sustainable materials sourced from responsible producers in Europe.

The collections are gender-neutral and feature few new styles every season which are added to the permanent collection. It is Finnish minimalism at its most fashionable.



Some other brands to watch:

Arela

Terhi Pölkki

Halo

èn Hats

ONAR Studios

FRENN

Makia

R/H

Anna Ruohonen

Papu

Uhana

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Anna Ruohonen. Photo by Karoliina Jääskeläinen / Valoon photography



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# SUSTAINABLE INNOVATIONS

Sustainability, long lasting quality and timeless design have been the key elements in Finnish fashion since the beginning. Today Finland is also known for material and technological innovations that will change the world. In Finland, sustainability always goes hand-in-hand with best design.



Finnish textile and fashion business are gaining international recognition due to sustainable innovations.

**Infinited Fiber** has created a technology that allows textile waste to be used again and again, preserving 100 percent quality.

**Spinnova** represents an ecological innovation that turns wood or waste streams into textile fibre without harmful chemicals.

loncell





**Pure Waste Textiles** is making products from textile waste leftover from the clothing manufacturing process. One t-shirt made from their process saves 2,700 litres of water compared to using virgin cotton.

**loncell** uses a technology developed in Aalto University that turns used textiles, pulp or even old newspapers into new textile fibres sustainably and without harmful chemicals. The process converts cellulose into fibres which in turn can be made into long-lasting fabrics.



**Fortum** is doing research using wheat straw in production of sustainable textiles and the first tests look very promising. Fortum plans to establish sustainable fibre production in their future biorefineries that will use residual biomasses such as agricultural waste.

**Metsä Spring** has created a joint venture with Japanese Itochu Corporation in creating a textile fibre demo plant in Äänekoski. The plant will enable development of sustainable production technology to convert Metsä Fibre's paper-grade pulp into textile fibres.



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# **INTERNATIONAL COLLABORATION**





## INTERNATIONAL COLLABORATIONS

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Daniel Palillo x ZucZug

Design skills and international visibility have made Finnish designers wanted partners for collaboration projects with big international clients, especially in Asia.

Daniel Palillo x ZucZug

Janine Rewell x Jorya

Marimekko x Uniqlo

Juslin Maunula x Peacebird

Jesse Auersalo x MM6



Fashion in Helsinki has established itself as the leading international event for Finland's fashion industry, with screenings, presentations, exhibitions and discussions. The main themes are responsibility and ethical consumption, creativity and young designers. The event is organised by Aalto University and Juni Communication.





Finland has become a fashion destination with many new **flagship stores and beautiful store concepts** such as Metsä/Skogen, Kämp Garden and Nudge in Helsinki as well as Televisio Lifestyle Store and PUF in Turku.





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# **THE FUTURE OF FINNISH FASHION**

We believe that fashion can make a difference. We have to continue to innovate in the field of sustainable textile production, and we need designers who strive to create fashion that is both beautiful and fair.



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**KIITOS!**

**THANK YOU!**