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Rolf Ekroth Linked by KALEVALA collection presented at Copenhagen Fashion Week

The 'Missing – Rolf Ekroth Linked by KALEVALA' collection will be presented on 8th of August at Copenhagen Fashion Week. The collection is a collaboration between the independent Finnish fashion label Rolf Ekroth and the Finnish jewelry brand KALEVALA. Rolf Ekroth and KALEVALA are leading the way in creating clothing and jewelry that are both sustainable and feature cutting-edge design. The collection combines KALEVALA Preloved jewelry from past decades with contemporary style.

In keeping with the theme of the collection and inspired by KALEVALA's 85-year cultural heritage, the 'Missing – Rolf Ekroth Linked by KALEVALA' collection features hoodies which echo street fashion of the 80s and 90s. The various faded colors and retro cuts are each complemented with a unique piece of recycled KALEVALA Preloved jewelry.

"The distinctive KALEVALA jewelry of decades past fits perfectly into the collection, which was born from a longing for memories of the past and a nostalgia for previous generations", says fashion designer **Rolf Ekroth**.

The key piece of the collection and of the Copenhagen fashion show is a hand-woven dress from KALEVALA bronze chains, which weighs 2.5 kilos and took around a hundred working hours to complete. When juxtaposed against a dark underdress, the garment reveals a lace-like rose pattern.

The treasured Finnish jewelry brand KALEVALA is home to progressive and timeless design and known for its iconic 'Planetoid Valleys' necklace, worn by Princess Leia in Star Wars. KALEVALA pieces are more than jewelry, they are wearable sculptures.

Rolf Ekroth is a sustainable fashion brand that creates gender-neutral clothing designed to fit diverse body types, promoting inclusivity while seeking to minimize waste at every stage of production. Since graduating from Helsinki's Aalto University in 2015, Ekroth has completed several cutting-edge collaborative projects, was a finalist at the Hyères Festival, and won the Designers' Nest competition.

Sustainable design from generation to generation

KALEVALA was founded by independent women in 1937 and is still owned by the KALEVALA Women's Association. Since the birth of the company, sustainability has been embedded in KALEVALA's DNA. KALEVALA Preloved is a groundbreaking second-hand collection that refurbishes used KALEVALA jewelry, giving it a new life.

"KALEVALA is a pioneering company in circular jewelry business. We are against throwaway culture, and our goal is to make jewelry that stays beautiful and stands the test of time from one year to the next, from generation to generation. As part of our sustainable growth strategy KALEVALA Preloved plays a significant role", says KALEVALA's CEO **Kirsi Paakkari**.

The KALEVALA Preloved collection was launched last year, and today almost 15 percent of sales through KALEVALA's own channels come from second-hand jewelry. The goal is that in 2025 this share would be 25 percent. The collection is currently only available in Finland.

All KALEVALA jewelry is made in Helsinki, combining centuries of traditional Finnish goldsmiths' craftsmanship. The recycling rate of the precious metals KALEVALA uses to make their jewelry is high. For example, 100 percent of the gold and over 99 percent of the silver is recycled.

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