

Press release, 8th April 2024

## **Marimekko and Kalevala Koru to launch a jewelry collection to honor the 60th anniversary of the Unikko pattern**

Finnish design house Marimekko and Finnish jewelry company Kalevala Koru announce a joint limited-edition jewelry collection to celebrate the anniversary of the iconic Unikko pattern designed by Maija Isola in 1964. Marimekko celebrates its globally most renowned pattern with various community activations and special collections throughout the year.

The Unikko-shaped jewelry pieces seen in the collaboration collection will be crafted by hand from 100% recycled silver at Kalevala Koru's factory in Helsinki, Finland. The collection will be available at Marimekko and Kalevala Koru stores, online stores and retailers in selected markets in fall 2024. The products of the limited-edition collection will be revealed at a later stage.

"Marimekko and Kalevala Koru share an ethos of timeless design, and we are truly excited to launch together a jewelry collection celebrating the iconic Unikko pattern. Known as a symbol for joy and creativity, the Unikko pattern receives a stunning expression in the hands of skillful jewelers at Kalevala Koru. By bringing together two beloved Finnish design companies, we can create something truly special, even surprising to our customers", tells Emmakaisa Kirves, Design Director for Ready-to-Wear, Bags and Accessories at Marimekko.

"Kalevala Koru and Marimekko both act as bold trailblazers in their respective fields. While Marimekko constantly pushes the boundaries of print design, Kalevala, on the other hand, breaks conventions in jewelry design with its sculptural pieces and designs that express powerful narratives. Through our new collaboration collection, we look towards the future and celebrate design and craftsmanship," says Aino Ahlnäs, Creative Director at Kalevala Koru.

### **About Marimekko**

*Marimekko is a Finnish lifestyle design company renowned for its original prints and colors. The company's product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. In 2023, the company's net sales totaled EUR 174 million and comparable operating profit margin was 18.4 percent. Globally, there are roughly 170 Marimekko stores, and online store serves customers in 35 countries. The key markets are Northern Europe, the Asia-Pacific region and North America. The Group employs about 470 people. The company's share is quoted on Nasdaq Helsinki Ltd. [www.marimekko.com](http://www.marimekko.com)*

### **About Kalevala Koru**

*Kalevala Jewelry was founded in 1937. Since the birth of the company, sustainability has been embedded in Kalevala's DNA. All Kalevala jewelry is handmade in Helsinki, Finland, combining traditional Finnish goldsmiths' craftsmanship and modern technological innovations. Kalevala is a home to progressive and timeless design and known for its iconic 'Planetoid Valleys' necklace, worn by Princess Leia in Star Wars. In its long history, Kalevala has consistently challenged conventions of jewelry design. Kalevala is a pioneering company in circular jewelry business. The pieces are more than jewelry, they are wearable sculptures made to last from generation to generation. One-third of the company's profit is annually donated to charity projects and well-being of the employees.*