

Press release
17 May 2024

Kalevala Koru Opens New Flagship Store in the Heart of Helsinki

Helsinki, 17 May – Kalevala Koru proudly announces the opening of its new flagship store in central Helsinki, located at Keskuskatu 3. The store opens its doors to customers today, promising to revitalise the area with an inspiring new concept that will transform the jewelry shopping experience and offer more comprehensive and personalised services.



The new Kalevala flagship store offers an enriched experience with a private shopping area, a jewelry bar offering a new kind of shopping experience, a variety of maintenance and personalisation services, as changing art displays. Opening a new brick-and-mortar store in an unstable economic climate reflects Kalevala Koru's desire to grow, the strong rise of the brand and the courage to develop new innovative service concepts.

"We believe in the desirability of the Kalevala brand, our customers, and the appeal of the Helsinki city centre. With our store, we will be a stronger part of a hub of iconic Finnish design brands that is attractive to both domestic and international customers. We will be able to support each other while putting Finnish design on the world map," says **Lea Aarinen-Koski**, Commercial Director of Kalevala Koru.

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Art, Craftsmanship and Sustainable design

Kalevala Koru is dedicated to continually offering new experiences to its customers. A stunning piece of art created with Alluring jewelry, designed by Juslin Maunula, adorns the store's façade, inviting customers into a world of jewelry artistry. The large windows of the sculptural

shop ensure that the jewelry is visible and integrated into the cityscape. Inside, visitors can admire a unique exhibition area where changing art displays enhance the presentation of the jewelry.

"Our new store is one example of how we at Kalevala Koru are constantly innovating as part of our journey of growth and internationalisation, while keeping in mind the valuable heritage of the company. We have also invested in collection renewals and launches, the latest example being the upcoming collaboration with Marimekko," says Kalevala Koru's Creative Director **Aino Ahlnäs**.

In the store's jewelry bar, you can order jewelry maintenance and service and personalise old and new Kalevala jewelry. In addition, the shop will also feature a wider range of Kalevala Preloved, a collection of second-hand Kalevala jewelry that has become very popular.

"Kalevala design combines art and craftsmanship. Our jewelry is like small wearable sculptures that stand out in a whole new way in the shop. In addition, our jewelry has a meaningful message - all Kalevala jewelry is made in our own factory using Finnish craftsmanship," Ahlnäs continues.

The personalised experience is enhanced by a completely new private shopping concept. The store features a cosy and quiet, separate private shopping area where customers are offered a personalised experience when choosing engagement and wedding rings or party jewelry, for example. You can book an appointment online, by phone or on the spot.

The new Kalevala flagship store serves customers at Keskuskatu 3, Helsinki. The store hours are as follows: Monday to Friday: 10:00 - 19:00, Saturday: 10:00 - 17:00, Sunday: 10:00 - 16:00.

More information and media contacts:

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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. Kalevala Jewelry aims to use one-third of the company's profit is annually donated to charity projects and well-being of the employees.