

Marimekko Corporation

PRESS RELEASE

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SOUTH KOREA'S FIRST MARIMEKKO STORE OPENS

The opening of the first Marimekko concept store in South Korea is celebrated today in Seoul, the 2010 World Design Capital. The roughly 120-square-metre store has a central location in one of the most important downtown shopping districts, where several interesting clothing and interior decoration shops, cafés and restaurants are concentrated. The store opened to the public on 15 October 2010.



The opening of the store is a natural continuation of Marimekko's fruitful cooperation with the Japanese company Look Inc., who has successfully opened as many as twenty Marimekko concept stores in Japan since 2006. The concept store that just opened in Seoul is owned by Look Inc.'s subsidiary, I.D. Look Co., Ltd.

"This is another important step forward taken in accordance with our internationalisation strategy in a market area which is of major significance to us. We have already gained a foothold in Japan and now, by opening a concept store in Seoul, we continue to enhance the recognition of the Marimekko brand in eastern Asia. Seoul is an excellent choice for us, and the timing is perfect as the city is the World Design Capital this year. I am most pleased with the store's location in the trendy Sinsa district, on the Garosu fashion street. The store opening is also celebrated today with a Marimekko exhibition in a nearby gallery where guests can explore the Marimekko philosophy and our original, distinctive designs in greater depth," says Mika Ihamuotila, President and CEO of Marimekko.

The address of the Marimekko concept store in Seoul:
Garosu-gil 1F, 535-18 Sinsa-dong, Gangnam-gu, Seoul, South Korea

MARIMEKKO CORPORATION
Group Communications

Piia Pakarinen
Tel. +358 9 758 7293
E-mail: piia.pakarinen@marimekko.fi

DISTRIBUTION:

Principal media

Marimekko's website: www.marimekko.com

Marimekko is a leading Finnish textile and clothing design house. Through its timeless and individual designs, Marimekko wants to create aesthetic experiences for every moment in life for people of all ages. The array of Marimekko design embraces interior decoration items ranging from furnishing fabrics to tableware as well as clothing, bags, jewellery and other accessories. When Marimekko was founded in 1951, the unparalleled patterns and colours of its printed fabrics gave it a strong and unique identity. Marimekko products are available in roughly 40 countries. In 2009, Marimekko's net sales were EUR 72.5 million, of which international sales accounted for 27.3%. Marimekko's shares are quoted on NASDAQ OMX Helsinki Ltd.