

# marimekko®

MARIMEKKO CORPORATION

PRESS RELEASE

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## NEW CREATIVE DIRECTORS AND CREATIVE TEAM FOR MARIMEKKO

Mr Samu-Jussi Koski, Designer, 32, has been appointed as Creative Director of Marimekko's clothing line as of 1 August 2008, and Ms Minna Kemell-Kutvonen, MA, 39, as Creative Director of the company's interior decoration line as of 1 June 2008. Samu-Jussi Koski and Minna Kemell-Kutvonen will head Marimekko's new creative team which will be in charge of the company's artistic policy and design strategy, support the designers' work and co-ordinate the design activities of the different product lines. The creative team will report to Mr Mika Ihamuotila, President and CEO.

Samu-Jussi Koski has worked as a clothing designer at Marimekko since 2004. He graduated as a fashion designer from the Lahti Institute of Design in 2001. He is currently continuing his studies at the prestigious Polimoda International Institute of Fashion Design and Marketing in Florence, Italy.

Minna Kemell-Kutvonen has served in various positions with Marimekko since 1992, including retail store manager and, most recently, head of the team responsible for Marimekko's interior decoration collections. She graduated with an MA from the School of Design of the University of Art and Design Helsinki in 2005, and as a designer from the Kuopio Academy of Crafts and Design in 1992.

For further information, please contact Mika Ihamuotila, President and CEO, tel. +358 9 75871.

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Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior decoration textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad. Marimekko products are also manufactured under license in various countries. In 2007, the company's net sales amounted to EUR 77.3 million. Exports and income from international operations accounted for 26.5% of the Group's net sales. The Group employs about 400 people. The company's share is quoted on the OMX Nordic Exchange Helsinki. For further information, visit [www.marimekko.com](http://www.marimekko.com).