

littala expands to Taiwan

Fiskars Group's key Scandinavian lifestyle design brand littala has opened its first store in Taiwan. This introduction of littala to Taiwan is the first opening executed by Fiskars local sales team in the newly established sales region Asia-Pacific, and is a landmark step in realizing the synergies that Royal Copenhagen and littala create within the Fiskars family of premium brands in the Asian markets.

littala's first shop in Taiwan is located in the Eslite Xinyi bookstore, which is a bookstore that also combines fashion, gourmet, lifestyle, design and culture and is located in the main business, financial and shopping district of Taipei, Taiwan.

"We are extremely proud to introduce the littala brand to the Taiwanese audience. It is exciting to see Fiskars operating model and strategy come to life, with the local team incorporating its market expertise into the Group's global vision. Royal Copenhagen has been present in Taiwan since 1991 and the team is excited to have the opportunity to expand the footprint of littala's heritage of timeless design to Taiwanese consumers seeking a contemporary lifestyle", says Matteo Gaeta, President of Fiskars sales region Asia-Pacific.

Expanding the littala and Royal Copenhagen branded retail networks in key Asian markets Japan, China, Korea and Taiwan, is one of the cornerstones for Fiskars growth strategy. Following the entry in the Taiwanese markets, Fiskars plans to commence the roll out of littala branded retail in Korea.

This year, littala's branded retail network has expanded not only in the Tokyo and Kansai areas but also in the Kyushu area where the first store was opened this March. The growth of the littala branded retail network in Europe has continued according to plan. In France, an littala shop in shop in Galeries Lafayette Maison home department store is opening for public early July. This new outlet complements littala's presence in key premium department stores in France, the brand also has shop in shops in Le Printemps and Le Bon Marche.

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Established in 1649 as an ironworks in a small Finnish village, Fiskars has grown to be a leading global supplier of consumer products for the home, garden and outdoors. Available in more than 60 countries, Fiskars products solve everyday problems, making daily home, garden and outdoor projects easier and more enjoyable, through superior performance and design. Listed on NASDAQ OMX Helsinki, Fiskars's net sales totalled 799 million euro in 2013. The Group's key international brands are Fiskars, littala and Gerber. <http://www.fiskarsgroup.com/365>