

## **littala opens its first stores in South Korea**

**Fiskars Group's key Scandinavian lifestyle design brand littala has opened its first shop-in-shop in South Korea. This opening is a continuation of Fiskars growth strategy in Asia and the plan is to open five new littala shops altogether in South Korea in the coming months.**

littala's first shop-in-shop in South Korea is located in Yeongdeungpo's Lotte Department Store in Seoul, which attends to customers in Gangseo and Seoul. Lotte is a leading department store chain in South Korea and has a total of 33 branches, two of which are located overseas.

"We are pleased to announce the opening of our first home of Scandinavian design in South Korea, where our loyal customers can find a selection of distinctive and timeless littala objects. Craftsmanship, aesthetics and functionality are core values both to littala and the growing Korean fan base who appreciate our interior design style. The opening of this first littala shop in shop is the initial step of our strategy, aimed at increasing our littala retail foothold, leveraging our expertise in South Korea, where we currently manage 17 Royal Copenhagen point of sales. Royal Copenhagen is a market leader in the luxury tableware and it has been present in South Korea since 1995.", says Matteo Gaeta, President of Fiskars sales region Asia-Pacific.

The next littala shop opening in Korea will follow later in October at Lotte Department Store - Gwangbok branch- in Busan.

In mid November 2014, littala's Scandinavian design heritage and expertise in coloured glass making and ceramics will be celebrated with an exhibition at Lotte Gallery in downtown Seoul, where some noteworthy and new icons will be launched for the South Korean market.

Expanding the littala and Royal Copenhagen branded retail networks in key Asian markets such as Japan, China, Korea and Taiwan, is one of the cornerstones for Fiskars' growth strategy. Earlier this year littala announced the expansion of its branded retail network in Taiwan and Japan with four new shops in total.

**For more information, please contact:**

Päivi Paltola-Pekkola, Vice President, Business Unit Living, tel. +358 20 439 5118.

**Fiskars 365 – celebrating centuries of pride, passion and design. Every day.**

*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' net sales totalled 799 million euro in 2013. The Group's key international brands are Fiskars, littala and Gerber. <http://www.fiskarsgroup.com/365>*