

NEW MARIMEKKO CONCEPT STORE OPENED IN NAGOYA, JAPAN

Marimekko's distribution network in Japan extended, when the company's local distributor Look Inc. opened a new Marimekko concept store (130 m²) in Nagoya in the Lachic fashion building on 7 September 2007. The store is the 9th Marimekko concept store or shop-in-shop opened in Japan. The other Marimekko concept stores are located in Tokyo (two stores), Osaka, Kyoto, Hakata (Fukuoka), Kumamoto (Kyusu), Kobe and Yokohama. With its 2.2 million inhabitants, Nagoya is the fourth largest city in Japan.

Run by independent retailers, Marimekko concept stores are shops that sell exclusively Marimekko products and carry a comprehensive selection of merchandise from all the different Marimekko lines: clothing, interior decoration and bags. Developing and anchoring the concept store idea based on Marimekko's lifestyle thinking represents an important part in Marimekko's internationalisation strategy.

The address of the Marimekko concept store in Nagoya:
LACHIC 4F, 3-6-1 Sakae, Naka-ku, Nagoya-shi, 460-0008 Japan

MARIMEKKO CORPORATION
Group Communications

Marja Korkeela
Tel. +358 9 758 7238
Fax : +358 9 759 1676
E-mail: marja.korkeela@marimekko.fi

Further information:
Päivi Lonka, Export Director
Tel. +358 9 758 7430
E-mail: paivi.lonka@marimekko.fi