

Sharpened creative vision: product relevance and desirability

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Reinforce product relevance and desirability to cater a wider, global audience

Hero products and hero programs



Category ownership



Modularity and market specific capsules



We continue to evolve and sharpen our creative vision. We are doing so by strategically creating **hero products** and **hero programs**, continuing to build the Marimekko phenomenon and ensuring product desirability. We are investing in **category ownership** and building lifecycle management strategies. We have increased our focus on **modularity** in collection building, creating market specific capsules to meet consumer needs – especially in Asia.

We continue to evolve modularity in collection building to better respond to different market and channel needs.



Marimekko Kioski, our most democratic concept, speaks to next generations of consumers regardless of gender



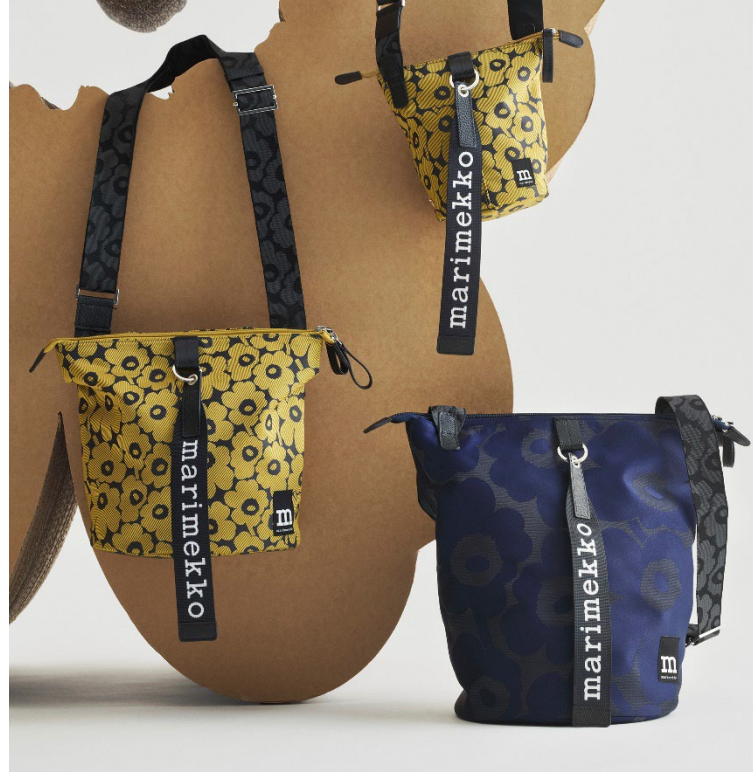
Marimekko Kioski is always utilizing our most recognizable and beloved prints. The focus is on category ownership and volume creation through easy entry product. Easy entry both through entry price points as well as easy entry into the Marimekko lifestyle. Due to the democratic nature of Marimekko Kioski, this is also our most genderless concept.

Methodically building the Wear All Day bag family

Variation in styles and sizes



Seasonal updates



Lifecycle management



The Wear All Day bag program has intentionally been designed to become our most functional bag family. It is methodically expanded with functionality, modularity and relevance to a wider global audience. The program is planned through lifecycle management, with a number of styles and colors being part of our Continuing collection, whereas new colors and styles are added seasonally, addressing specific market needs and trends, as well as injecting newness and ensuring desirability.

Creating the Marimini phenomenon

We are strategically positioning the Marimini minidress as a **hero product**. We do so by multiplying colors and prints, and through consistency and repetition in the silhouette.

We will be speaking – season after season – to a wider global audience through variation in print, material and price.

We are utilizing our most recognizable archetype silhouette – the A line – to celebrate the ‘dress as a canvas’, as a mean to democratize art.

The Marimini is the first of our named hero products in ready-to-wear, soon to follow is the Marimaxi.



Developing category ownership one material at a time

Marimekko Maridenim is one of our biggest and most successful **category** launch to date. It is branded across product labeling, hangtags and in all communication and campaign material.

Marimekko Maridenim is designed according to circular design principles, for example utilizing organic and recycled monomaterial cotton and using laser printing to reduce the use of water.

Marimekko Maridenim marks a new chapter for Marimekko, as it is the first category to bridge our three ready-to-wear concepts – Kioski, Collection and Concept.

Marimekko Maridenim is our most democratic product category to date.



Newly launched Marimekko Maridenim bridges our three ready-to-wear concepts and offers increased combinability

The art of printmaking



Timeless



Seasonality



Marimekko Maridenim is an opportunity for us in terms of creating **category** ownership, it is our newest canvas to democratize art. When launching Marimekko Maridenim we utilized our most recognizable print Unikko, to create immediate recognizability. We launched Maridenim focusing on three commercial fits, intentionally using the same base fabric across all fits in order to increase flexibility in terms of volumes, prints and finishes. Even though a timeless stable, the Marimekko Maridenim category, will be updated seasonally.

Connecting with key consumer moments in main markets through capsules such as Lunar New Year adds to local relevance





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MARIMEKKO Capital Markets Day

