

International awareness and brand love

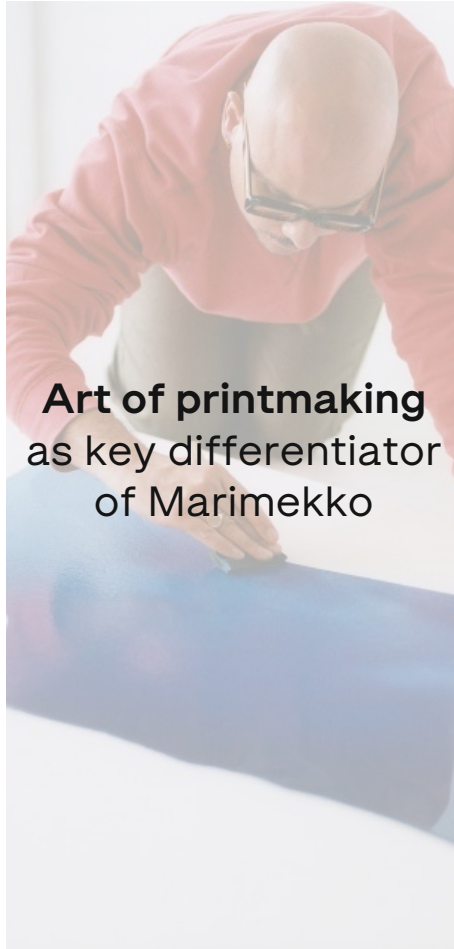
Sanna-Kaisa Niikko,
Chief Marketing Officer



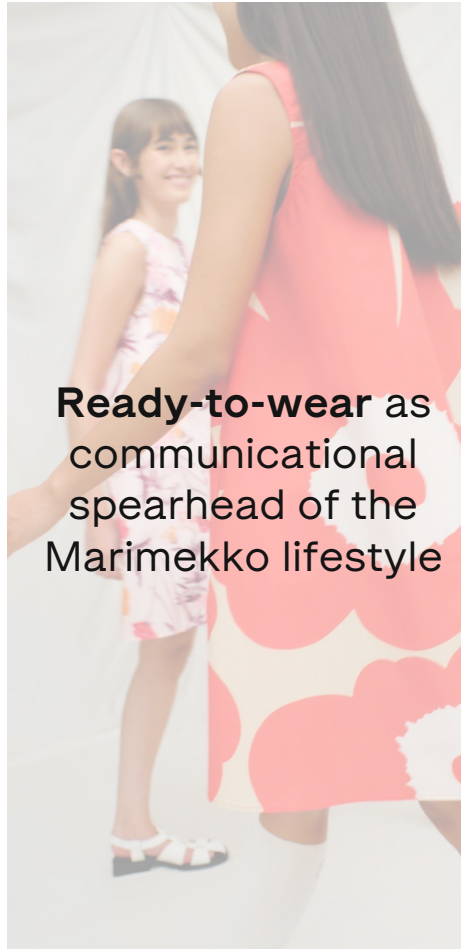
Marimekko's distinctive art of printmaking and optimistic lifestyle philosophy create a strong point of differentiation in the global marketplace



Engaging and creative marketing strategies build brand hype and fuel accelerated growth across markets



Art of printmaking
as key differentiator
of Marimekko



Ready-to-wear as
communicational
spearhead of the
Marimekko lifestyle



Brand collaborations to
grow awareness
and introduce
Marimekko to new
audiences



Strong presence in
fashion and design
industry events
with high **earned**
media visibility to
drive awareness
and anchor
positioning



Creative 360
brand marketing
strategies and
connecting
Marimekko with
local creative
communities, art
and cultural
institutions and
other stakeholders
to fuel relevance
and growth

Global key city activations drive brand awareness and positioning while creating wider halo effect supporting all markets

1

Impactful and experiential **omnichannel retail experience** as heart of brand culture in key city



2

Global and local brand **moments** and **community program** grow and engage local customer communities



3

Strong presence in fashion and design weeks in key cities increase awareness and positioning globally



4

Enriching **collaborations** build awareness and relevance globally and locally



Our dynamic store concept, the home of joyful Marimekko lifestyle and platform for visual activations and community events, is designed to be rediscovered again and again



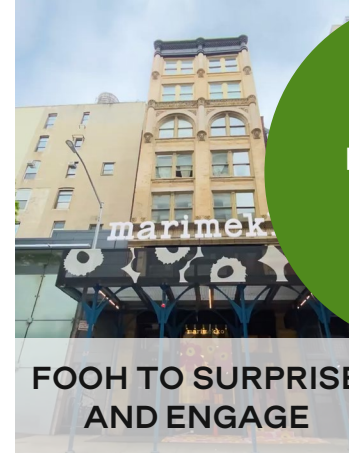
Creative pop-ups and display points grow awareness and invite new customers to discover Marimekko



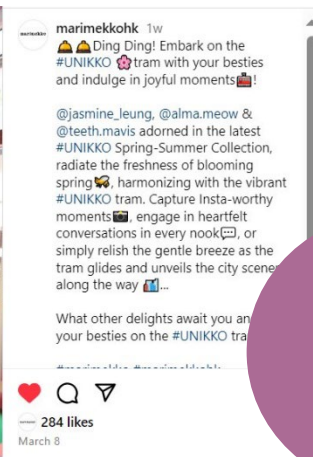
25 pop-ups and display points during H1 2024



Global and local Marimekko moments grow and engage our customer community supporting sales acceleration



Community program and social media channels invite customers to be part of our brand story while supporting our commercial success



Nearly 11 million views on Instagram

Fashion week presentations cement Marimekko's positioning and generate global earned media



BAZAAR

5 Scandinavian fashion brands that you need to know, and where to shop them



GRAZIA



390M digital media impressions in key fashion titles

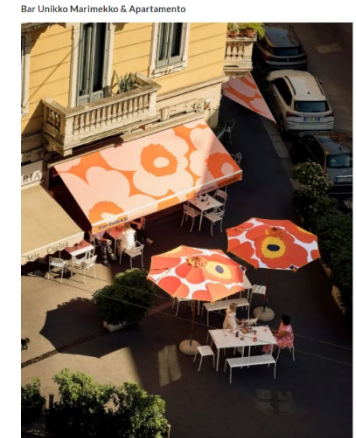


Marimekko's playful yet artistically credible brand lends itself to presentations that gain strong PR and social visibility around the world

3rd biggest media impact value after Bottega Veneta & Thom Browne

Forbes

Milan Design Week 2021 Guide To Top Shows, Stays And Eats



10,000 visitors during the week

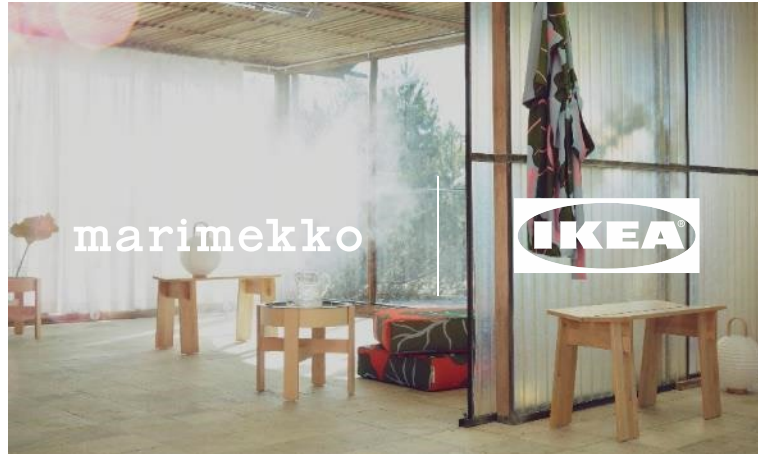


BAR UNIKKO AT MILAN DESIGN WEEK, the leading design event in the world

Artist collaborations within our collections highlight our thought leadership in art of printmaking



Global and local brand collaborations leverage Marimekko's recognizable art of printmaking and drive brand awareness also in potential new markets



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MARIMEKKO Capital Markets Day

