

Fiskars Corporation Press release October 3, 2013

littala expands to new markets

New flagship store highlights littala's leadership as the Home of Scandinavian design

Fiskars key international home brand littala celebrates several milestones in its international expansion this week. The first littala store in China has been opened in Shenzhen, and its presence in Italy is established through opening a dedicated showroom and first shop-in-shop in Milan. In addition, the littala flagship store in Helsinki's Esplanadi was refurbished to showcase the brand's leadership as the Home of Scandinavian Design – timeless design for all rooms at home.

The opening of the first littala store in China is part of the expansion of an littala-branded retail network in Asia. Over a six-year period littala has already established a firm footprint in Japan. In recent years littala has also taken its first steps in China by opening 16 shop-in-shops. The new 180-square-meter store is located in Shenzhen, one of the fastest growing and wealthiest cities in mainland China.

In the spring of 2014, littala will launch the first products that are expressly designed with Asian dining habits in mind. Taika tableware, which has established its position as one of the key ranges of littala in Asian countries in particular, is extended with new parts that have been requested by consumers interested in Asian cuisine.

In Italy, Fiskars local sales unit has been proud to work with the littala brand since the beginning of 2013, in accordance with Fiskars operating model. Opening an littala showroom and shop-in-shop on Milan's prestigious Corso Monforte shopping street is a natural step forward, enabling the brand to show the entire littala collection to trade contacts and consumers. In fact, there is a strong connection to Italy in littala's history; the foundations for the international brand were set at the Milan Triennales, where littala's great designers first gained international recognition.

In Helsinki, the Esplanadi flagship store, originally designed as a showroom by Professor Kaj Franck in the 1950s, was comprehensively refurbished according to littala's new international flagship store concept to highlight the entire collection, heritage and the expanding interior collection of the brand. Today littala creates items for dining and home ambience in a variety of materials. This autumn's new electric lighting items and storage solutions strengthen littala's interior collection and take its timeless design to all rooms in the home.

The littala store concept has been developed in order to show consumers around the world the possibilities in littala's product portfolio. The inspirational retail environment helps consumers make their own choices and own combinations of littala products. The first littala shop was opened in 2002 in Helsinki. Since then, focus has been on developing the international littala retail experience and today there are around 200 littala shops, shop-in-shops and outlets in Europe, Asia and the USA.

Further information:

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Fiskars is a leading global supplier of consumer products for the home, garden, and outdoors. The group has a strong portfolio of respected international brands, including Fiskars, Iittala, and Gerber. Founded in 1649 and listed on NASDAQ OMX Helsinki, Fiskars is Finland's oldest company. Fiskars recorded net sales of EUR 748 million in 2012, and employs some 4,100 people in over 20 countries. www.fiskarsgroup.com.