

Marimekko Extends Brand Into Streetwear

The collection will be launched Thursday on Marimekko.com.

By [Lisa Lockwood](#) on September 12, 2019



 An image from Marimekko Kioski's campaign.

Marimekko, the Finnish design house, is hitting the streets.

A new collection of unisex streetwear designs called Marimekko Kioski features a range of androgynous, wearable wardrobe staples and the brand's iconic Sixties patterns. The looks include knitwear, hoodies, caps, T-shirts, handbags and footwear introducing Marimekko's iconic flower print, Unikko, to a new audience. The iconic poppy pattern, Unikko, was designed in 1964 by Maija Isola.

The first collection launches today on marimekko.com and will be available at the Marimekko flagship at 200 Fifth Avenue on Saturday. The line will also be sold in Canada starting Saturday at Gravitypopo stores in Vancouver, Toronto, Calgary and Edmonton.

Retail prices range from \$20 for a scrunchie to \$325 for a hoodie.

Satu Maaranen, head designer of Marimekko, said she's excited about how a new generation of Marimekko fans have styled their vintage and new Marimekko items into their streetwear styles.

"We feel that our playful prints are a perfect match with the creative streetwear culture," she said. "This collection introduces our art of print-making to a new generation of urban youth around the world with reinterpretations of our iconic patterns in new colorways and new applications. The collection is especially inspired by our iconic Unikko print that stands for creativity."



An Image from Marimekko Kioski's fall campaign.

Maaranen noted that Kioski is Finnish and means “kiosk.”

“We thought that this name describes perfectly this streetwear capsule collection that is presented in Marimekko stores and our retailers in a playful kiosk-like fixture. The name also carries a history for us as we actually also had a tiny Marimekko store called Kioski in Helsinki some years ago,” she said.

She noted that the scrunchies, caps, totes and purses are printed at Marimekko’s in-house factory located in the same building at its headquarters and design studio in Helsinki. All the purses are made in Finland, the scrunchies and caps in Estonia, shirts, socks, hoodies and T-shirts in Portugal, and cross-body bags and key chains in China.

She declined to give a first-year sales projection.