

FINNKARELIA

2008

Virke Oy founded

1945

Personnel 140 headquarter and manufacturing, Orimattila, Finland
125 manufacturing, Konstantynow, Poland
75 staff and agents in other market areas
340

Turnover 23,3 milj. € (2006)

Export about 90 %

Subsidiaries Finn Karelia Mode GmbH, Zell-Würzburg, Germany
Finn Karelia Poland, Ltd., Konstantynow, Poland
MixXxit Oy, Helsinki, Finland (Anne Linnonmaa)

Export Countries

Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Hungary, Ireland, Kazakhstan, Norway, Poland, Russia, Spain, Sweden, Switzerland, the Baltic States, the Netherlands, the UK, Ukraine, USA

Owner Teks-Invest Oy

Managing Director

Lassi Laaksonen

FINNKARELIA FASHION

Finnkarelia's style is individual and elegant. Finnkarelia creates contemporary fashion with a keen eye on style and a close feel for modern comfort. Stylish, easy care clothes, the latest trends, the cut and fit makes sure everybody feels good with Finnkarelia. The collection's brand names are **FINNKARELIA** and **FK MEN**.

FINNKARELIA QUALITY AND PROFESSIONALISM

The finest raw materials, strong design skills and state-of-the-art technology all combine to create Finnkarelia quality. Unique materials designed and produced in our own factory are the cornerstone of Finnkarelia quality, the foundation for everything.

Finnkarelia has always been associated with quality, elegance and comfort. Over the years our constant development, successful innovations and monitoring of the markets has ensured that Finnkarelia fashion pampers those who wear it, increasing their comprehensive well-being.

Finnkarelia has also strong ability to break boundaries and utilize the opportunities of modern technology. People with strong skills behind the brand creates together professional and innovative atmosphere.