



FRISSON

Press release, 19 May 2008

FRISSON – First joint show of Finnish fashion in Paris, 2 June 2008

Frisson will be showcasing new Finnish fashion in Paris in June. The joint show to take place on Monday 2 June 2008 at **Palais de Tokyo** will feature **Hanna Sarén, Minna Parikka, Anna Ruohonen, Kirsti Kasnio, Nanso, Haaksiluoto, Tiia Vanhatapio, Lumi Accessories** and **vainio.seitsonen**. This internationally important fashion breakthrough is being produced by **Design Forum Finland**.

The first-ever extensive joint show of Finnish fashion designers and businesses is directed at international and French media, buyers and influential figures in the field. The show is to be staged at the contemporary art museum Palais de Tokyo, a popular meeting place and one of the venues of Paris Fashion Week. Invited guests have the chance to meet the designers and see the collections of the participating fashion businesses more closely in the showroom to be set up at the museum. In the showroom will be also presented scent jewellery of Finnish company **Kaipaus**.

Frisson is the result of comprehensive collaboration and strong Finnish expertise. **Teri Niitti**, the artistic director and stylist of the show has, together with Design Forum Finland, selected the designers and designed the event. Acting as consultant at the initial stages was **Teemu Muurimäki**, a Finnish fashion designer who has been based in Paris for several years. The visual identity of Frisson has been designed by **Inka Järvinen** and **Jonatan Eriksson**, from the graphic design agency TNOOC. The show will feature Finnish models and Finnish music. Make-up and hair are the handiwork of **Nina Björkman** and **Janne Suono**.

The event-organiser partner in Paris will be **A Suivre Events**, with 20 years' experience in organising fashion shows in France. Promoting the visibility of the show in France is Paris-based PR agency **Brigitte Chouet**. The event is organised by Design Forum Finland, the promotion organisation of Finnish design, and it is part of the Finnish cultural season "100 % Finlande" in France.

www.100pour100finlande.fr

100 % Finlande est organisé:

Pour la Finlande, par: le Ministère de l'Éducation, le Ministère des Affaires étrangères et l'Ambassade de Finlande en France — **Pour la France par:** le Ministère des Affaires étrangères et européennes, le Ministère de la Culture et de la Communication, l'Ambassade de France en Finlande et « Culturesfrance ». — **Commissaire générale:** Iris Schwanck — **Grands mécènes:** Areva, Koné. — **Mécènes:** Nokia, UPM. — **Soutiens:** Maison Veuve Clicquot-Ponsardin. — **Et le soutien en Finlande des fondations:** Wihurin Rahasto, Svenska Kulturfonden, Niilo Helanderin Säätiö, Alfred Kordefin Säätiö, SKS Suomalaisen Kirjallisuuden Seura, SKR-Fondation Finlandaise de la Culture.

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Right now, young Finnish fashion is in a moment like this... ready to introduce to the world – through new technology, insight and serendipity – something no-one has seen before, even though it has been in front of us the whole time. Today the movement of fashion stops for a moment on the upper floor of Palais de Tokyo and we are allowed a flash, a glimpse of Finnish fashion design. This is a small, cold sigh, a frisson, a vibration from the north – a frozen moment in new Finnish fashion design. This is FRISSON." – Teri Niitti, artistic director.

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Designer presentations

Hanna Sarén (born 1965) created her first collection, consisting of bags and clogs, in Japan in 2000. Clothing and shoe collections were soon to follow. Currently the Hanna Sarén brand encompasses women's and men's collections, shoes, bags and accessories. A children's collection was launched recently. Sarén's designs always start from the material. Her products can be identified by a touch of craft in the details, such as embroidery or mother-of-pearl and powder finishes – simultaneously experimental and commercial in design. www.hannasaren.com

Minna Parikka (born 1980) has always been into shoes. She designed her first shoes for herself when she was only 15. The Minna Parikka brand was launched in 2005, and currently her shoes are sold in ten countries. Her inspiration lies in emotions – the collections always display contrasting feelings between girlish innocence and aggressive exhibitionism. Fashion is at its most beautiful when a sense of play and humour are involved, believes Parikka. www.minnaparikka.com

Anna Ruohonen (born 1967) settled in Paris after graduating as a clothing and textile designer. She is known for her out-of-the-ordinary men's collections: elegance, surprising materials, magnified forms and special details. She wants to play with mental and visual contrasts. Her women's collection *Feminine Aspects* was launched in 2001–2002. www.annaruohonen.com

Kirsti Kasnio, architect and fashion designer, makes versatile use of pleating in the design of her dresses. Perfected to a tee, her dresses are structurally simple with a pure and statuesque form. By using pleating, a rare technique nowadays, Kasnio makes her dresses flow lightly and softly. Her company, Studio Kirsti Kasnio, was founded in 2002. www.kirstikasnio.com

Nanso Group is the second-largest textile and clothing company in Finland and one of the leading players in the field in the Nordic countries. The designer duo Rinne-Niinikoski (Piia Rinne, born 1973 and Noora Niinikoski, born 1972) created a Fairtrade-cotton collection for Nanso in which the colour splendour of flower meadows meets the forms of structured design. The duo is known mainly for their hand-printed, embroidered and embellished one-of-a-kind pieces but they are also interested in the processes of industrial manufacture and the new challenges related to it. www.nanso.com

The women behind the **Haaksiluoto** brand are fashion designer Päivi Haaksiluoto (born 1973) and textile artist Jaana Haaksiluoto (born 1975). The speciality of Haaksiluoto products lies in their skilful cuts and carefully designed details, combining a Scandinavian style with classic forms and Japanese minimalism. The outfits are sensible, unique and innovative, as exemplified by the pieces that both warm you and complement your evening wear. www.haaksiluoto.com

Tiia Vanhatapio (born 1969) dubs her style "Dark Couture": feminine, dramatic, sensual, black. Her collections feature evening dresses, cocktail dresses and fur; the *Quelle Jolie Bébé!* baby-couture line was launched in 2005. www.vanhatapio.fi

Founded in 2000 in New York by Finnish designer Sanna Kantola (born 1972) and French designer Bruno Beaugrand (born 1971), **Lumi Accessories** is a company specialising in the manufacture of bags and accessories. The main material of the first collection, snow-white felt, brought about the brand name Lumi (Finnish for snow). Today, Lumi products are sold in over 25 countries around the world. Lumi Accessories operates both in Helsinki and in New York. www.lumiaccessories.com

The **vainio-Seitsonen** fashion duo formed by Merja Seitsonen (born 1963) and Johanna Vainio (born 1966) moves effortlessly in the uncharted borderlands of fashion and art. In Finland, team Vainio-Seitsonen have been showcasing their original working methods and sources of inspiration, for example, in art galleries. They feel it is important to observe societal phenomena and to collaborate with artists from various fields. www.vainioseitsonen.com