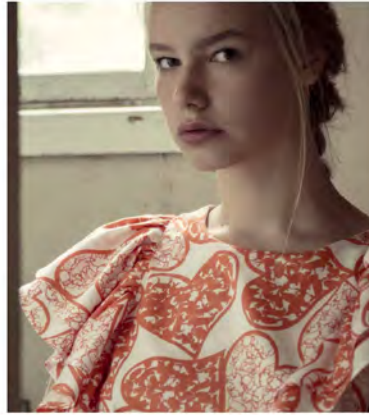


**Ivana Helsinki**

Paola Suhonen

**Brand Presentation**







Love Stories,  
Road Trips & Dresses

—  
Northern Oddity,  
Pure Beauty

&

Wildwood Vagabonds



## THE BRAND

Combination of art, fashion design and film

coolest Scandinavian print design;  
unique prints made by Paola Ivana Suhonen

Scandinavian-slavic style with  
bohemian Americana twist







**IVANA HELSINKI IS A FINNISH INDEPENDENT FASHION, ART AND FILM  
BRAND FOUNDED BY PIRJO AND PAOLA SUHONEN IN 1998.**

In 19 years, Ivana Helsinki has become one of Finland's internationally best-known art and design brands. Ivana Helsinki is the only Nordic fashion label that has been included in the official calendar of both Paris and New York fashion weeks. The brand's original approach to designing consists of four elements: art, design, style and film.

**ART**

Art is the starting point of all Ivana Helsinki's design work. Everything begins with art – influenced by photography, music and personal memories. The inspiration behind Ivana Helsinki's collections stems from strong emotions and lived moments. Much like art, Ivana Helsinki designs are ageless investment pieces.

**DESIGN**

Timelessness is the core of Ivana Helsinki's collection – including fashion, fabric and interior lines. Ivana Helsinki's products are designed to last a lifetime. The brand creates durable and functional design items that are not based on trends. Products that don't go out of style, but continue to look and feel modern year after year.

**STYLE**

Ivana Helsinki is a way to express oneself and beauty through style. Ivana Helsinki's clothing collection is a contrasting combination of strong and delicate, feminine aesthetics. The brand is known for its original cuts, authentic materials and visually rich pattern designs. Like any design classic, Ivana Helsinki's fashion and accessories add beauty to styles of women of all ages.

**FILM**

Storytelling is a vital part of Ivana Helsinki's design philosophy. The collections are inspired by strong stories and emotions – the world of memories, beautiful items and prints. Film as a way of expression is a natural continuation for Ivana Helsinki's brand saga – the story that comes alive in collection videos and short movies.





A woman with her hair in a bun, wearing a black sleeveless dress and high-heeled sandals, stands on a large, dark, textured rock. She is looking out over a calm body of water under a cloudy sky. The scene is captured from behind her, emphasizing her silhouette and the vastness of the landscape.

## **PAOLA IVANA SUHONEN – THE ARTIST**

Paola Ivana Suhonen is the Finnish designer, a visual artist and a film maker behind Ivana Helsinki.

She has graduated from Aalto University with a BA degree in Arts and has a Cinematography Master of Fine Arts (MFA) from the American Film Institute. Suhonen was awarded with the prestigious Student Emmy with a film she made in spring 2013.


She also received a Pro Finlandia-medal in December 2013 for her meritorious work as an artist.

Paola Ivana Suhonen mixes the past and the present of dark, naive mind-landscapes, Northern legends and Americana romantics in her art and designs.

*“Every single Ivana Helsinki item is a souvenir of my soul world”*

-Paola Ivana Suhonen





## **IVANA HELSINKI AT GLANCE**

Ivana Helsinki started its journey in 1998

Ivana Helsinki is 100% Family-owned company,  
owned by the Suhonen family.

Ivana Helsinki has been featured in the world's top fashion media & press.

Ivana Helsinki has been the only Scandinavian women's wear brand to  
show both in the IMG New York Fashion Week  
as well as in the official Paris Fashion week calendar

Ivana Helsinki has been invited to show its fashion pieces, print design,  
fashion films and art works in several exhibitions all over the world

Ivana Helsinki has collaborated with Coca-Cola, Uniqlo, Top Shop,  
Angry Birds, Swarovski, Canon, Google, Amnesty International, Head  
Snowboards  
and many other internationally known companies







## **IVANA HELSINKI PRODUCTION**

All Ivana Helsinki design items are designed in Finland.

They represent everyday luxury. Functionality combined with unique visuality and high quality production guarantee the best result.

Ivana Helsinki has its own atelier manufacturing in downtown Helsinki where unique pieces and small production series are produced.

All knits are manufactured in Hyrylä, 35 kilometres north of Helsinki in a family owned knitting factory.

Reflectors, toys, soaps, note books are all made in back woods of Finnish countryside.

Unique Ivana Helsinki print design clothes are made in Europe by suppliers with whom we have long term relationships.

We produce beautiful objects with meaningful use function for everyday life.







## **IVANA HELSINKI DESIGN IDENTITY**

Ivana Helsinki uniquely combines Scandinavian design heritage with Slavic elements and brings this mixture up to date with the Pop culture attitude. As a result classic design with an edge is created.

The design ideology of Ivana Helsinki comes from art and that why it is sustainable; Paola Ivana Suhonen does not follow trends, but rather creates them.

Paola describes herself as a story teller. Ivana Helsinki collections always have a strong, personal story behind all the prints and silhouettes of the dresses.





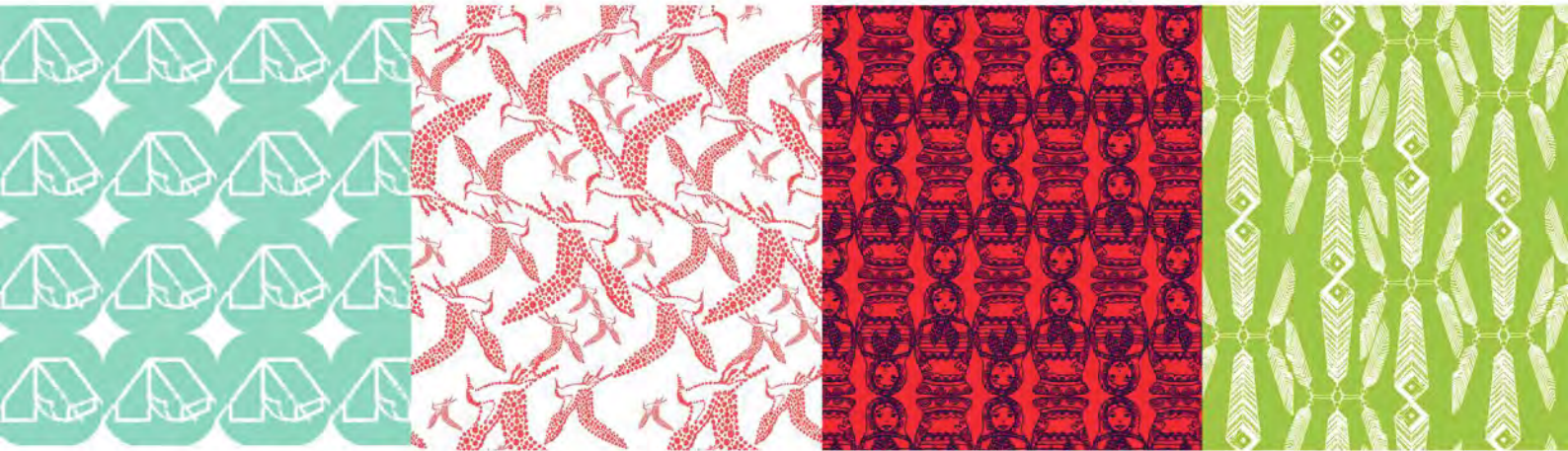
## IVANA HELSINKI PRINTS

The most visible part of Ivana Helsinki design are the prints.

All Ivana Helsinki prints are original, unique prints made by our art director, artist Paola Ivana Suhonen.

Many of the prints have become classics throughout the years, to name a few:

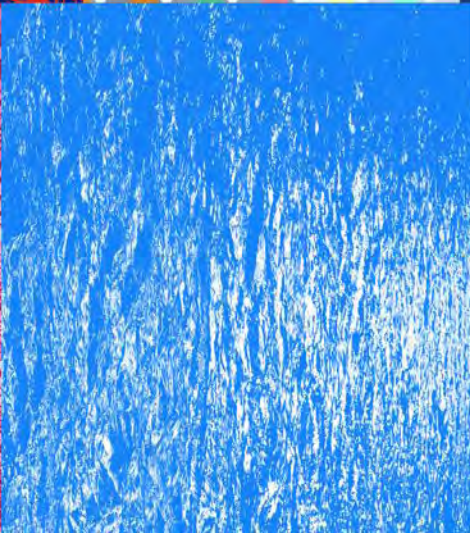
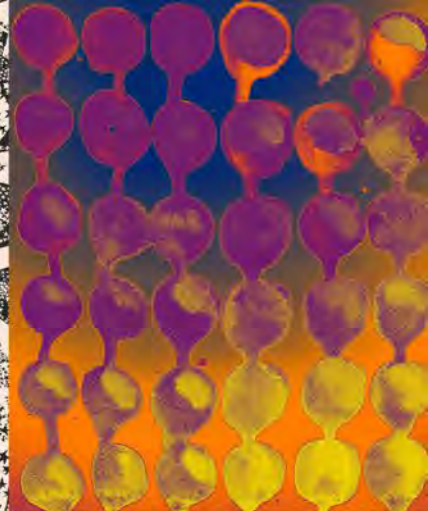
Tent  
Maatushka  
Tiira  
Indian Summer



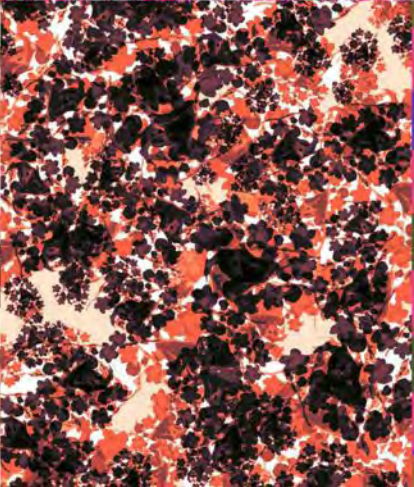
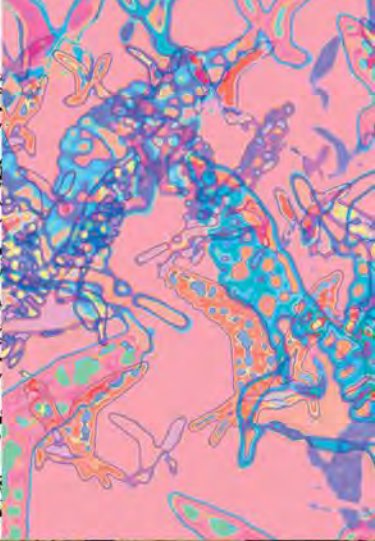
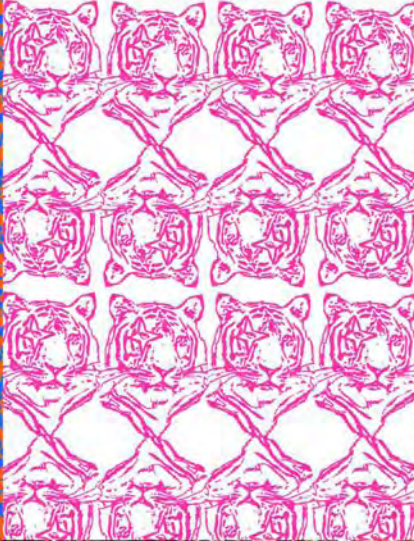
# Ivana Helsinki

Paola Suhonen











## IVANA HELSINKI DESIGN COLLABORATIONS

Throughout the years Ivana Helsinki has collaborated with many globally well known companies and brands.

To name a few; Uniqlo, Coca Cola, Moomin, Rovio (Angry Birds), Nokia, Swarovski, Google, Pernod-Ricard.



# Uniqlo

EXCLUSIVELY BY IVANA HELSINKI LINE IN 2014

6 MONTHS, RETAIL IN 1080 UNIQLO STORES  
WORLD WIDE



# IvanaHelsinki

PaolaSuhonen



UNIQLO collection



# Coca Cola

CAN DESIGN



fashion edition by *ivana helsinki*



# Erikoiskoira Affe

CHILDRENS' BOOK SERIE WITH 4 BOOKS  
FEATURING LIFE IN FINLAND AND ADVENTURES OF AFFE THE  
DOG AND 4 YEAR OLD TWINS KERTTU AND ARTTU.

## ERIKOISKOIRA AFFE Talviseikkailu Lapissa



Paola ja Pirjo Suhonen

TAMMI

## ERIKOISKOIRA AFFE Kevätretki kaupungilla



Paola ja Pirjo Suhonen

TAMMI

# Specsavers

EYEWEAR DESIGN COLLABORATION



# Ivana Helsinki for Topshop

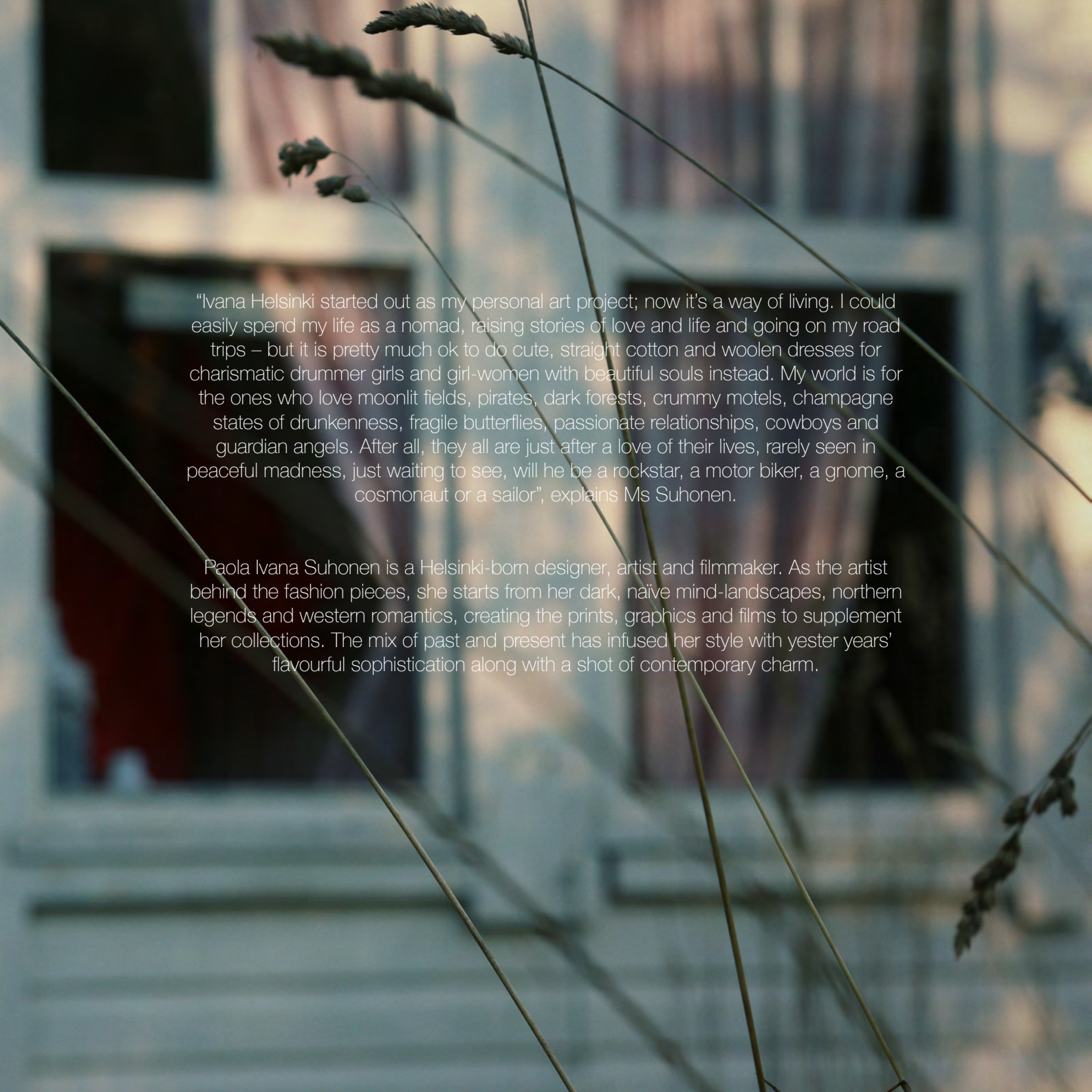


# Sokos Hotel Presidentti

INTERIOR DESIGN CONCEPT







"Ivana Helsinki started out as my personal art project; now it's a way of living. I could easily spend my life as a nomad, raising stories of love and life and going on my road trips – but it is pretty much ok to do cute, straight cotton and woolen dresses for charismatic drummer girls and girl-women with beautiful souls instead. My world is for the ones who love moonlit fields, pirates, dark forests, crummy motels, champagne states of drunkenness, fragile butterflies, passionate relationships, cowboys and guardian angels. After all, they all are just after a love of their lives, rarely seen in peaceful madness, just waiting to see, will he be a rockstar, a motor biker, a gnome, a cosmonaut or a sailor", explains Ms Suhonen.

Paola Ivana Suhonen is a Helsinki-born designer, artist and filmmaker. As the artist behind the fashion pieces, she starts from her dark, naïve mind-landscapes, northern legends and western romantics, creating the prints, graphics and films to supplement her collections. The mix of past and present has infused her style with yester years' flavourful sophistication along with a shot of contemporary charm.