

Press release February 2012



Stockmann turns 150 – customers as the guests of honour

Heinrich Franz Georg Stockmann from Lübeck arrived in Finland in 1852 to work as a bookkeeper at the Nuutajärvi Glassworks. In 1859, the Nuutajärvi Glassworks opened a shop in Helsinki, and G. F. Stockmann was appointed the shop manager. His dream came true on 1 February 1862 when he took control of the business. This is how a company called Stockmann was born.

In 150 years Stockmann has become a leading retail company listed on the stock exchange with over 700 stores in 15 countries. From the flagship department store in Helsinki, completed in 1930, the business has expanded as far as the Urals. The secret to Stockmann's success and longevity is its customers, and Stockmann focuses on surpassing their expectations every day. Known for its high-quality products and excellent customer service, Stockmann has gone from being a little shop by the Helsinki Market Square to an international shopping paradise with millions of customers.

Stockmann's long history is filled with experiences, fashion and design. Stockmann has introduced Helsinki and the rest of Finland to international fashion and the latest innovations from escalators and Coca Cola to television and international cuisine. The department stores, fashion stores and online stores offer customers an unparalleled shopping experience in an international environment, and Stockmann will continue to focus on doing this in the future as well.

Celebrating with customers

Stockmann will celebrate its anniversary with its customers. Various campaigns and events will be organised in the department stores and the online store throughout the year. Loyal Customer Day will take place in the department stores in Finland on 11 February.

The Helsinki department store will be the focal point of the anniversary events and the exterior of the store will be beautifully illuminated in honour of the celebrations. An exhibition of Stockmann's history will be on display in the store's Argos Hall until 19 February 2012. The unique 150 Edited Collection with brand products in the areas of fashion, design and cuisine will be for sale during the year at the department stores.

A book about Stockmann's history, *Crazy Days, Amazing Years, Stockmann 1862–2012*, will be published in February. The authors of the book published by Siltala are Markku Kuisma, Anna Finnilä, Teemu Keskisarja and Minna Sarantola-Weiss.

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