



*finnfashion*  
*Finland?*





# Kauppa

## Amsterdam



A view of the shop; a window to the north

### How Kauppa came to be:

**A**fter living the last ten years on and off between Finland and the Netherlands studying, working and just living, I was looking for a way to combine Finland and the Netherlands somehow. I wanted to make the fact that I am Finnish my strong point and not the quality that puts me in second place when competing for jobs with Dutch locals. I come from a family of entrepreneurs, so the plan had been brewing for quite some time. Then one day after a very long search in the tough Amsterdam real estate market, I was cycling on the Oude Spiegelstraat and found a location that could become Kauppa in just a few months.

I had a clear vision of the brands that I wanted to start with and found that everybody who I contacted was very positive, excited and eager to help out. On March 31 of this year we opened our doors and have had a very positive welcome in the neighborhood of Nine Streets. Because of us, Nanso Lempivaate dresses already hang in many closets in Amsterdam. And there were surprisingly many Dutch ladies who were so happy to find out that we sell IVANA Helsinki. The most known brand is Marimekko, which I've been told was very strong in Amsterdam twenty to thirty years ago.

Sometimes people ask why I carry Finnish brands. Well, partially because I am Finnish and grew up with most of the brands. But mostly because I believe in these brands and that they can be just as successful as other Scandinavian brands here in Amsterdam and the Netherlands.



## Real-life testimonials:

Anna's experience, a loyal customer living in the Netherlands:

"Kauppa is a very tasteful shop with a nice selection of both fashion and home accessories and furniture not far from where I live. It is so special to me because everything is made in Finland! Having a Finnish mother I really like and appreciate the taste and quality of all these Finnish products that usually are not easy to find over here.

"The first time I visited Kauppa I bought some pieces of IVANA Helsinki, my favorite brand. Lina (the shop-owner) was so kind that she snuck a lovely blue Fazer chocolate bar into my shopping bag. Who doesn't like Fazer?"

Anne's view, a Finn living abroad:

"From the outside, Kauppa looks honest to its true Scandinavian character. It is clean and bright, minimalist and exciting. I enjoy the space and the design of the shop. The clothing is nicely placed on the racks, people have room and the freedom to look at and feel the clothing. The sales people are very friendly and able to answer any questions on the background, availability or anything else about the clothing. Kauppa brings me closer to my heritage. When living in Finland I am no longer in touch with Finnish design, but abroad I want to show the world that I am proud to be Finnish. I enjoy the exciting and innovative patterns that Kauppa has selected.

"I get so nostalgic for Finland in the shop that I want to buy everything. Then my significant other taps my shoulder and reminds me of the real world."

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