



PRESS
RELEASE

Kalevala X marimekko

The popular Kalevala x Marimekko jewelry collaboration expands – introducing jewelry in a new mini size in silver, gold and bronze

The limited-edition collaboration collection by Finnish design houses Marimekko and Kalevala Jewelry expands on October 1, 2025, with new jewelry pieces inspired by Maija Isola's iconic Unikko pattern. The new additions include mini earrings and a pendant available in silver, bronze, and gold. The collection also introduces a small pendant, earrings, and an ear cuff in bronze. Every piece is handcrafted with care at Kalevala Jewelry's factory in Helsinki, Finland.

"Originally launched as part of the 60th anniversary celebrations of the Unikko pattern, the new additions to the Kalevala x Marimekko jewelry collection feels like a natural continuation of our collaboration. Marimekko and Kalevala Jewelry share the ambition to make quality design a part of everyday life. Unikko, symbolizing joy and creativity, has now taken shape as timeless Kalevala jewelry designed for both everyday wear and special occasions. Through Kalevala Jewelry's sculptural design language and craftsmanship, Maija Isola's design icon gains a unique and dimensional interpretation that brings the essence of the pattern to life in a new way," says Emmakaisa Kirves, Marimekko's Design Director, Ready-to-Wear and Bags & Accessories.

"The expansion of the collection ensures that our customers can find jewelry for many different occasions – continuing Kalevala Jewelry's signature timeless design and lasting quality. The Kalevala x Marimekko collection has also attracted international attention, resonating with jewelry lovers around the world who appreciate Finnish design and craftsmanship. Every piece is handcrafted with care at our jewelry factory in Helsinki. Kalevala and Marimekko are both pioneers in Finnish design – Marimekko through its art of printmaking and Kalevala through jewelry design that expresses sculptural and story-driven aesthetics," says Aino Ahlnäs, Creative Director at Kalevala Jewelry.



The new additions to the Kalevala x Marimekko limited-edition collaboration collection bring the recognizable design language of the Unikko pattern to mini-sized necklaces and earrings. The collection also features a small pendant, earrings, and an ear cuff in bronze. The jewelry is crafted from 100% recycled silver and 100% recycled 14K gold, as well as partially recycled bronze. The larger Unikko-themed silver pieces launched last year by Kalevala and Marimekko continue to be part of the limited-edition collection.

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About Kalevala Jewelry | Jewelry with a social impact since 1937. Handmade in Helsinki, Finland. Kalevala Jewelry was founded in 1937. Since the birth of the company, sustainability and social responsibility has been embedded in Kalevala's DNA. All Kalevala jewelry is handmade in Helsinki, Finland, combining traditional Finnish goldsmiths' craftsmanship and modern technological innovations. Kalevala is a home to progressive and timeless design and known for its iconic 'Planetoid Valleys' necklace, worn by Princess Leia in Star Wars. In its long history, Kalevala has consistently challenged conventions of jewelry design. Kalevala is a pioneering company in circular jewelry business. The pieces are more than jewelry they are wearable sculptures made to last from generation to generation. One-third of the company's profit is annually donated to charity projects and well-being of the employees. | kalevalashop.com

Marimekko is a Finnish lifestyle design company renowned for its original prints and colors. The company's product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. In 2024, the company's net sales totaled EUR 183 million and comparable operating profit margin was 17.5 percent. Globally, there are roughly 170 Marimekko stores, and online store serves customers in 39 countries. The key markets are Northern Europe, the Asia-Pacific region and North America. The Group employs about 480 people. The company's share is quoted on Nasdaq Helsinki Ltd. | marimekko.com