



LUMI

A grayscale photograph of a winter landscape. The scene is dominated by snow-covered trees and rocks, with a bright sun visible in the background, creating a hazy, atmospheric effect. The sun is positioned in the center-left, casting a soft glow across the scene. The overall tone is serene and cold.

A FINNISH DESIGNER LABEL - LEATHER PIECES AND SCENTS

LUMI

IN BRIEF

FIRST STEPS

Lumi brand launched in New York in 2000; Lumi Accessories LLC.

LUMI ACCESSORIES

Lumi Accessories Oy established in Helsinki in 2007.

OWNERS

Co-founders and owners: Sanna Kantola (CEO) and Bruno Beaugrand (Chairman).

REVENUE

Current yearly revenue: 1,5 M€.

PERSONNEL

Currently LUMI employs 16 employees.

A STORY IN WHITE

Our name in the Finnish language means snow, so it will come as no surprise, that the color white is central to the story of LUMI.

White is that most colorful of colors - conveying honesty, functionality, authenticity, precision, innocence, understatement, approachability, sustainability, equality, independence and new beginnings.

These are the qualities that continually inspire our work to design leather accessories you can hold onto for years.

LUMI



**WE BELIEVE IN
CONSUMING LESS
BUT BETTER.**

LUMI

SUSTAINABLE

STRONG VALUES

Best available materials and traditional techniques, allows us to create environmentally sustainable pieces.

PRODUCTION

75% of production in Europe, Portugal, Spain, Italy and Sweden. We also remain loyal to our selected long-term vendors in India.

CURRENT STATE

Over 65% of products made with vegetable-tanned leather

GOAL

LUMI is pushing every day to strive towards 100% sustainable and true eco-friendly designs.

LUMI

A stylized world map is shown in white against a dark grey background. A blue callout box with a downward-pointing arrow is positioned over the location of Finland, containing the word 'LUMI' in white capital letters. The background of the entire slide is a photograph of a snowy, rocky landscape with a bright sun or light source in the lower-left corner, creating a soft glow and long shadows on the snow-covered rocks.

LUMI

- LUMI retail store in Helsinki, Finland
- Online store with worldwide shipping
- Wholesale customers in over 26 countries

LUMI

LUMI CORE

Sustainable and timeless leather handbags, accessories and shoes

LEATHER



ECO



AESTHETIC

LUMI

LUMI CORE

- One material, leather, across all categories
- Over 65% of products made with vegetable-tanned leather
- Aesthetically driven



LUMI

**By 2020 a globally renowned TOP 100
fashion brand measured by revenue.**

LUMI

GLOBAL

A global brand with a strong worldwide shop network.

VERSATILE

Branching out into new categories - cosmetics, interior decoration and more.

PROFITABLE

A performance driven company and culture; 10M revenue and 30% EBIT by 2020.

RESPECTED

A reference for the whole industry of Nordic Fashion

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