

Venla All-In-One Pou

Aurora Jewelry Pouch













SCANDESE

Scandinavian + Japanese = Scandese

Scandinavian and Japanese cultures share a fair amount of similarities:

Both societies are built on dutifulness and work-ethics, and both peoples tend to obey authorities and keep in line. Both peoples are also, stereotypically quiet, introvert and reserved.

Both cultures appreciate simple, clean aesthetics spiced up by a certain amount of playfulness.

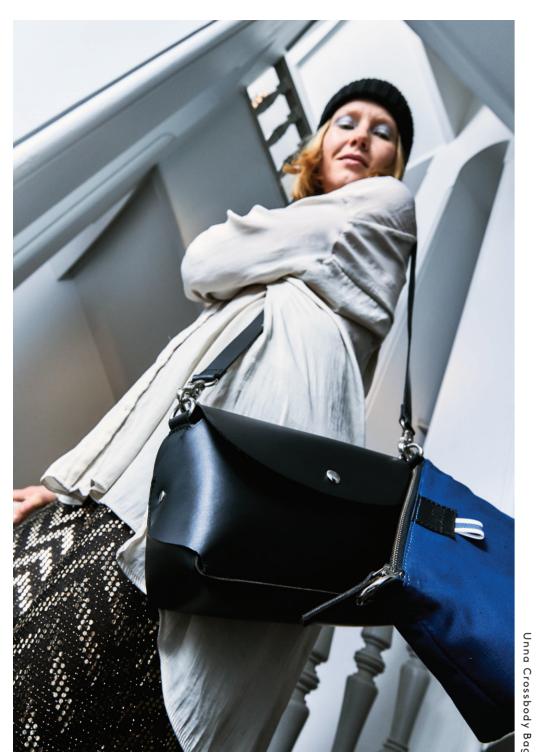
The Finnish speciality though, is a special sweet spot for candy, and especially for the salty candy, liquorice, or how we Finns prefer to say it: salmiakki. This black graphic candy has inspired LUMI to create a special Salmiakki bag, followed by a number of other sweet, graphic, colorful eye candy.

Shot on location at G18, a gorgeous Scandinavian Ballroom in the heart of Helsinki.

Modeled by Viivi Tsukimoto, a working Finnish mother of a Finnish-Japanese family.







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A DESIGNER LABEL - LEATHER PIECES AND SCENTS.

LUMI

LUMI FINLAND

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Lumi Accessories - designed in Finland.

STORES

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