



STOCKMANN

Seppälä – International fashion
from Finland

Terhi Okkonen
Managing Director, Seppälä

OUR MISSION & VISION



MISSION

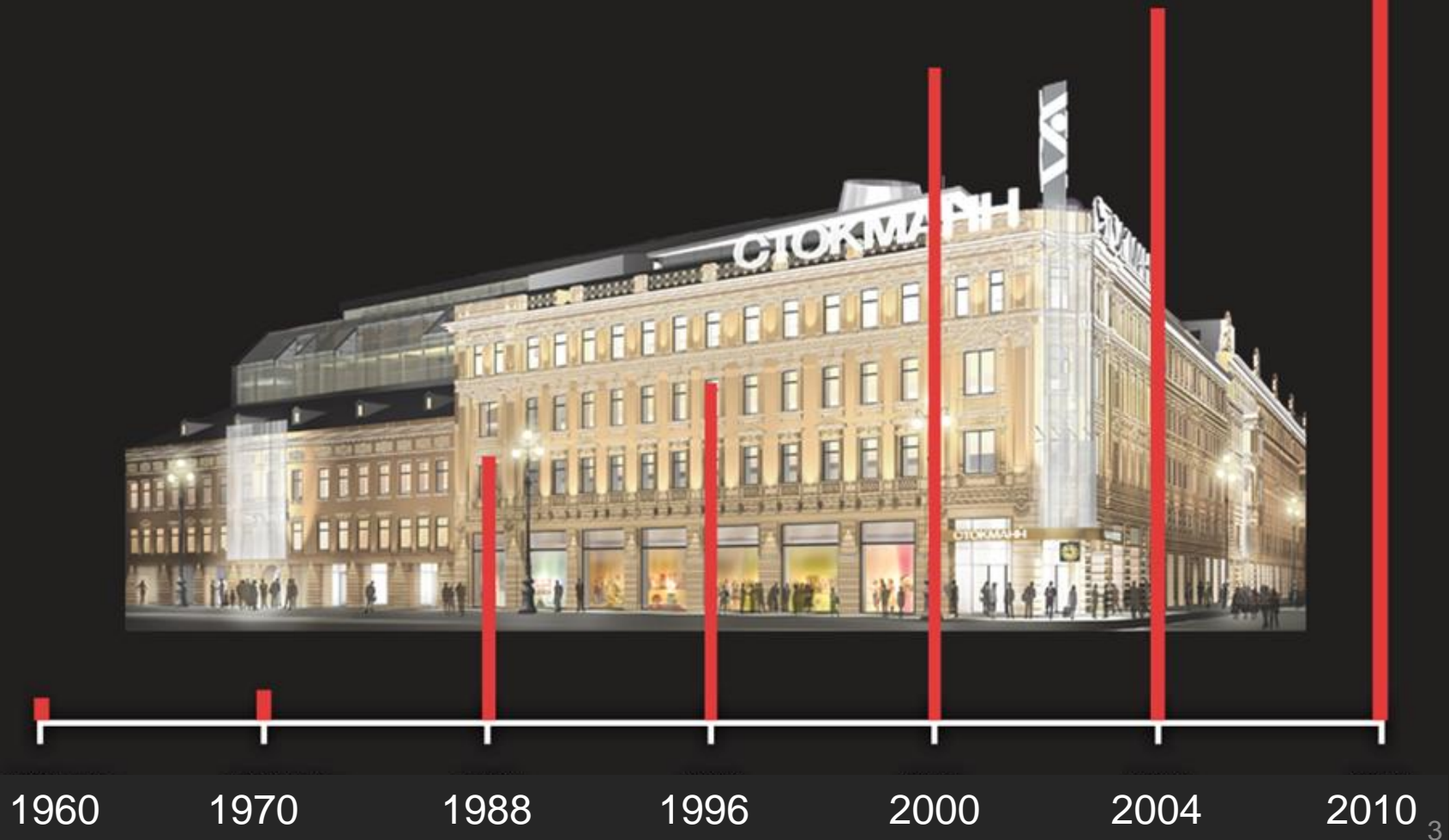
Seppälä inspires and encourages people to enjoy fashion according to their own style.



VISION

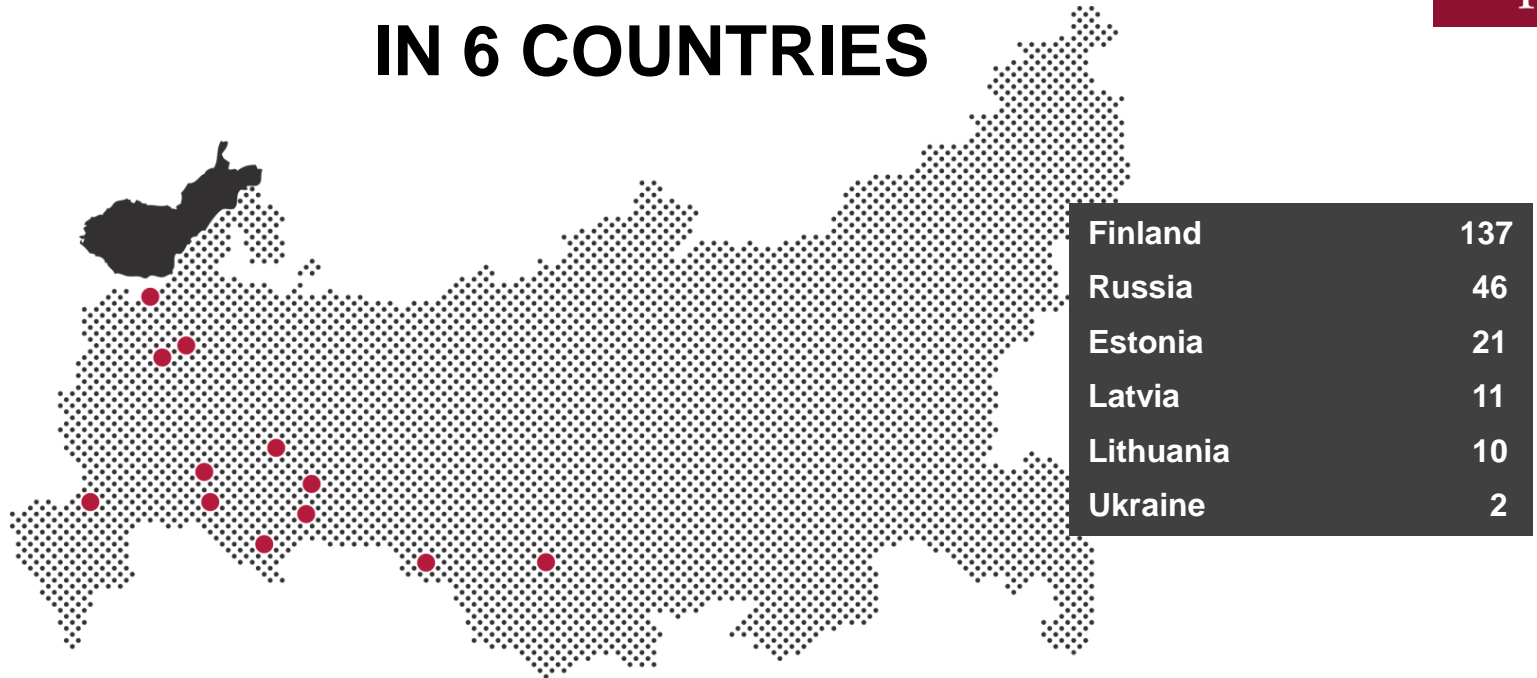
Seppälä is a brave and easy-to-approach fashion chain. Customers' most wanted choice.

FROM CLOTHING STORE TO FASHION HOUSE



227 STORES IN OVER A HUNDRED CITIES IN 6 COUNTRIES

Seppälä



Moscow 10

Mega South
Mega North
Marino
Real Signalniy
Real Brateevo
Mega East
Megapolis
Rostokino
Rechnoy Vokzal
Gagarinski

St Petersburg 15

Primorskij
Udelnyj Park
Grand Canyon
Piter
Mega Dybenko
Raduga
Mega Parnas
Rodeo Drive
June
Baikonurskiy
Felichita
Akademicheskij
Nevskiy Center
Gallery
Kolpino

Ekaterinburg 4

Mega
Karnaval
Greenwich
Komsomall

Others 17

Samara Park House
Yaroslavl Vernissage
Voronezh
-Moskovskiy Prospekt
-Chizov Gallery
-Grad
Kolomna Rio Grande
Rostov-On-Don:
- Mega
- Golden Babylon
Adygea Mega
Volgograd
Volzhskiy Volga Mall
Novosibirsk Mega
Omsk Mega

Nizhny Novgorod:
- Mega
- Fantastika
Kazan:
- Mega
- Park House

EXPANSION IN RUSSIA IN 2011

Seppälä



- Galleria St Petersburg 4/2011
- Gagarinski Moscow 4/2011
- Kolpino St Petersburg 6/2011

- Chertanavo Moscow 10/2011
- Victoria Plaza Ryazan 10/2011



KEY FIGURES IN 2010

Seppälä

Revenue 143 m€
Operating profit 9 m€

40 million visitors
20 million products sold

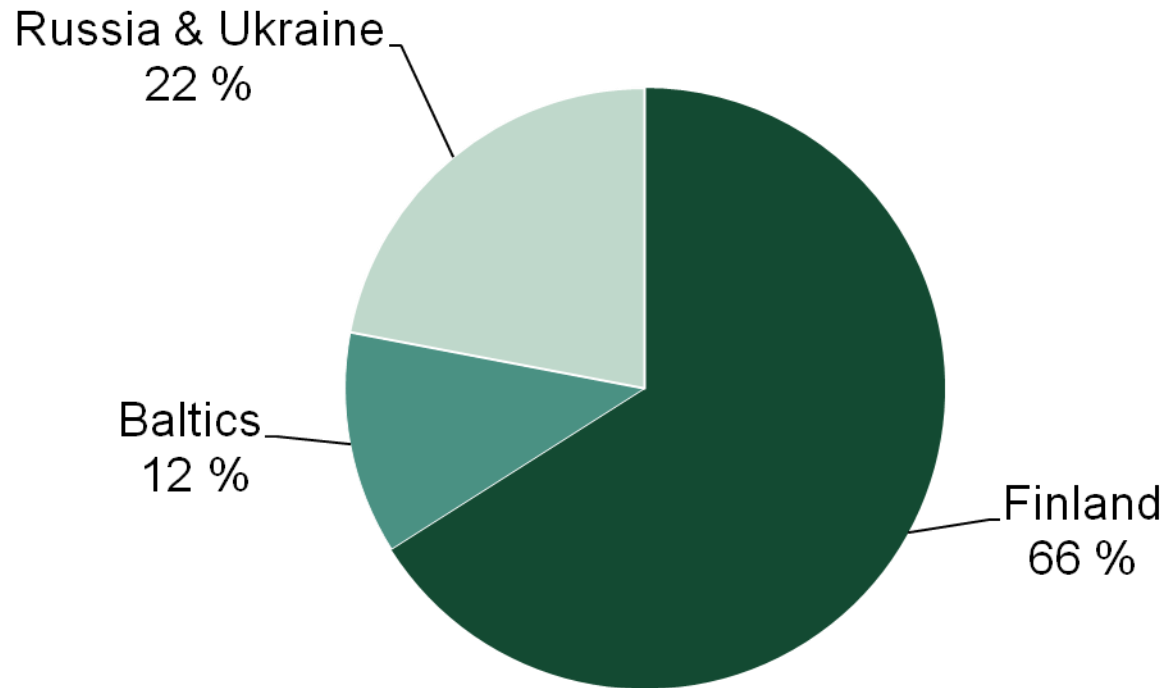
700 000 Seppälä Club
members

225 stores
in 6 countries,
in 4 time zones,
with a total of
approx. 100 000 m²,
avg. store size 500 m²

1 500 employees
in 6 countries



REVENUE BY MARKET IN 2010





SEPPÄLÄ COLLECTIONS

Seppälä

- Seppälä's designers create 12 collections annually
- Over 5 000 unique Seppälä products per year

FOR WOMEN:

SEPPÄLÄ WOMAN

BY SEPPÄLÄ

SEPPÄLÄ BASICS

SEPPÄLÄ
GREAT GIRLS

FOR MEN:

SEPPÄLÄ MEN

FOR YOUTH:

SUB^{'''}
STREET WEAR

link

FOR KIDS:



SEPPÄLÄ GIRLS

SEPPÄLÄ KIDS

SEPPÄLÄ KIDS

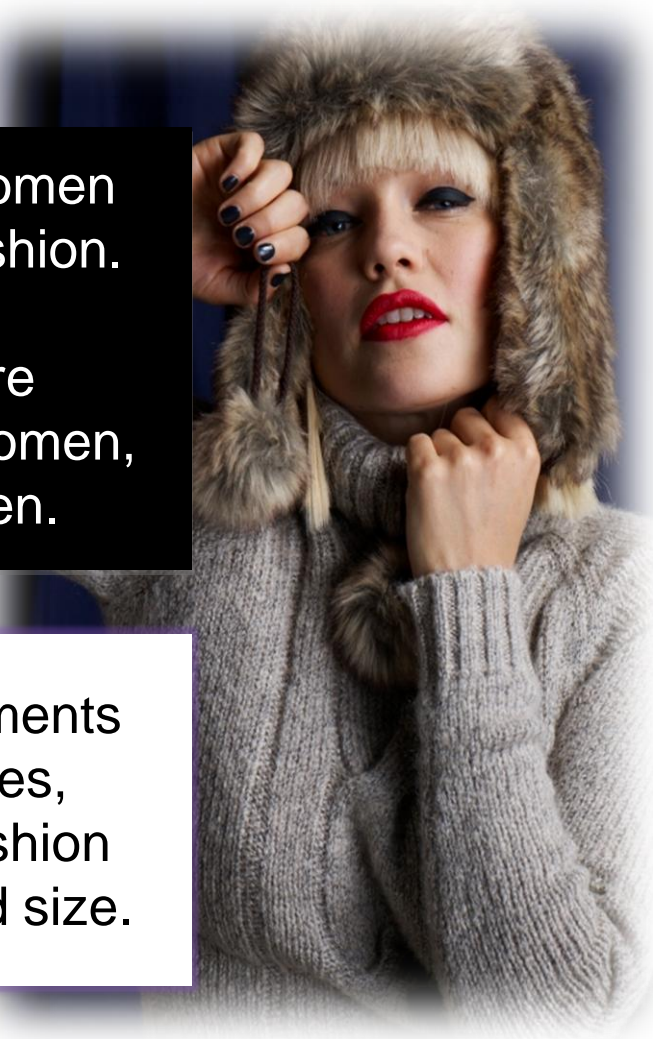
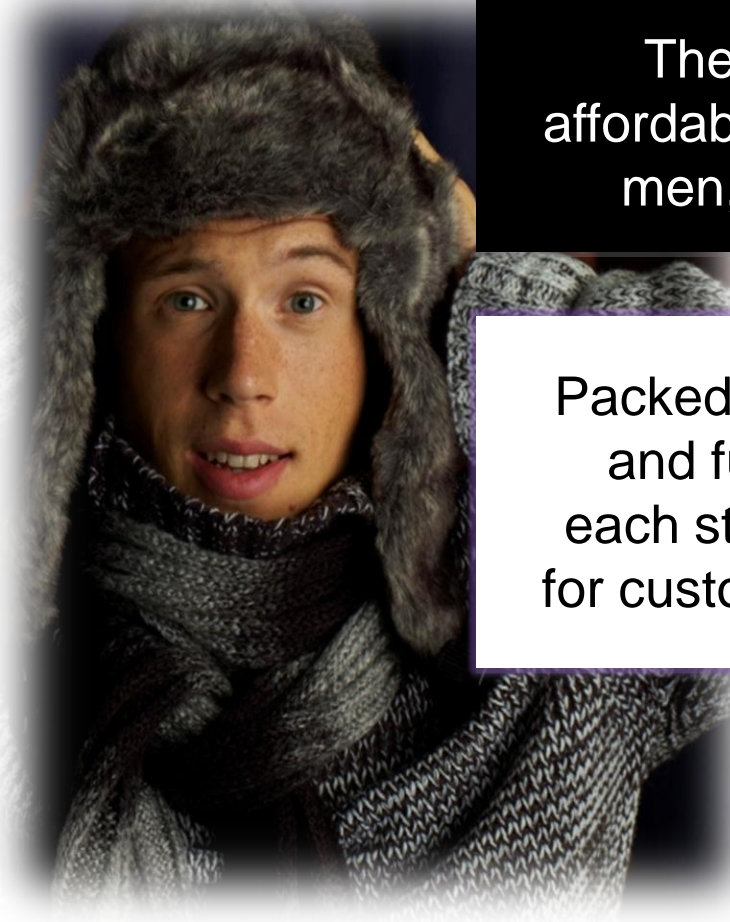
TARGET CUSTOMERS

Seppälä

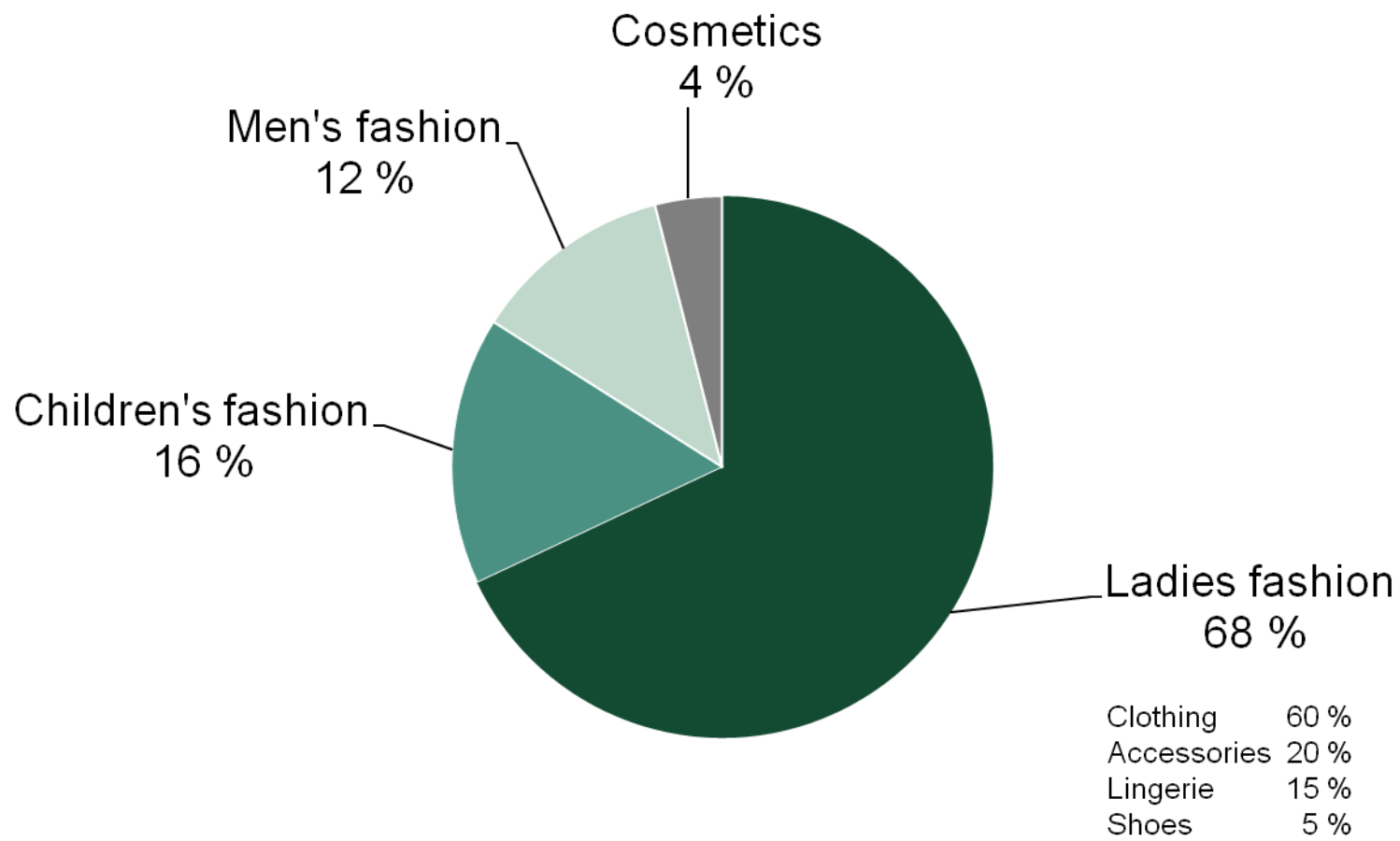
Seppälä's main focus is on women of age 25–35, interested in fashion.

The Seppälä collections are affordable priced fashion for women, men, teenagers, and children.

Packed with extensive assortments and fun shopping experiences, each store offers everyday fashion for customers of every age and size.



REVENUE BY BUSINESS AREAS IN 2010

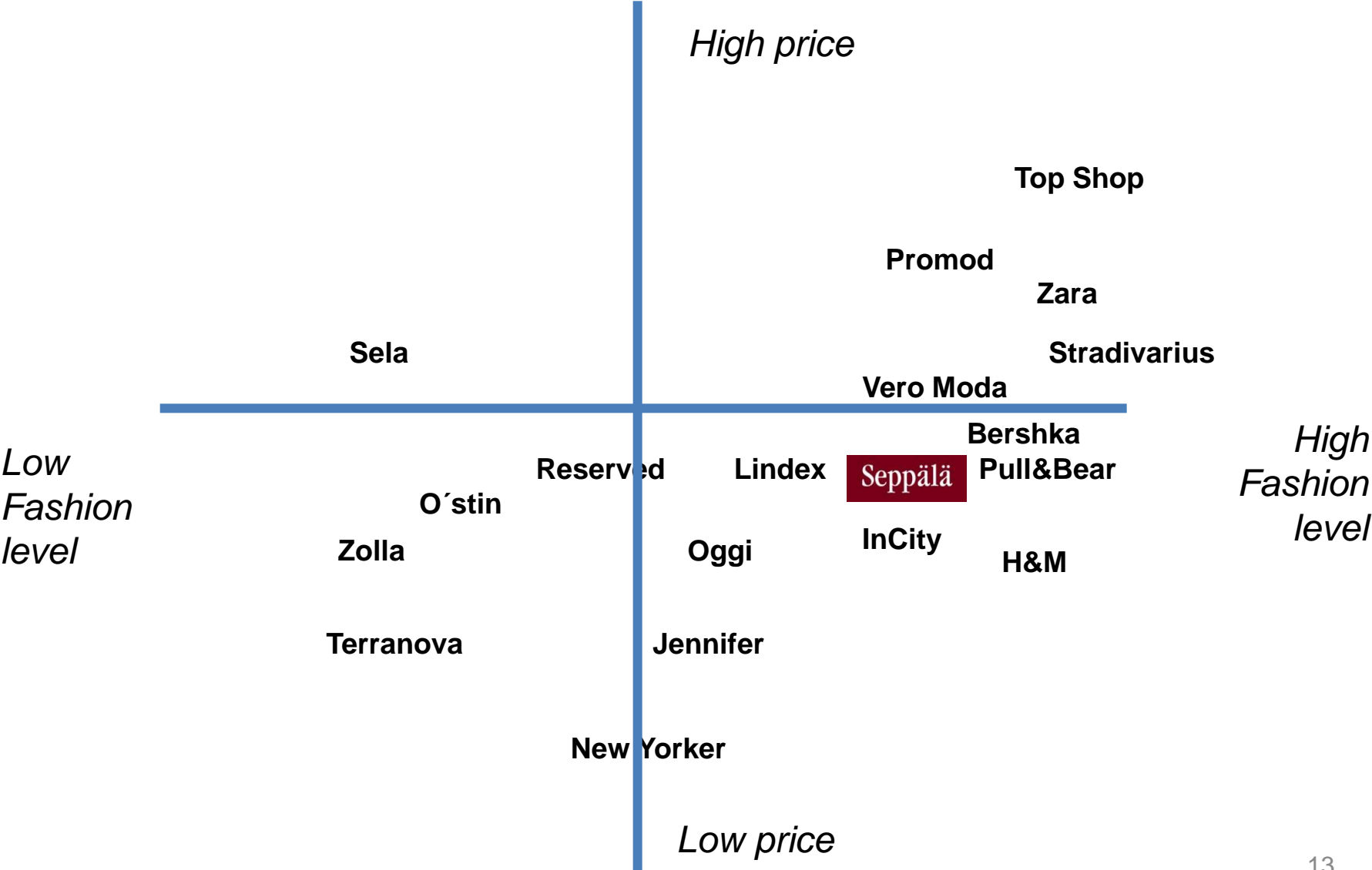


FASHION ORIENTED RUSSIAN WOMEN 2004 - 2011

Seppälä



FASHION COMPETITORS IN RUSSIA



OPERATING MODEL

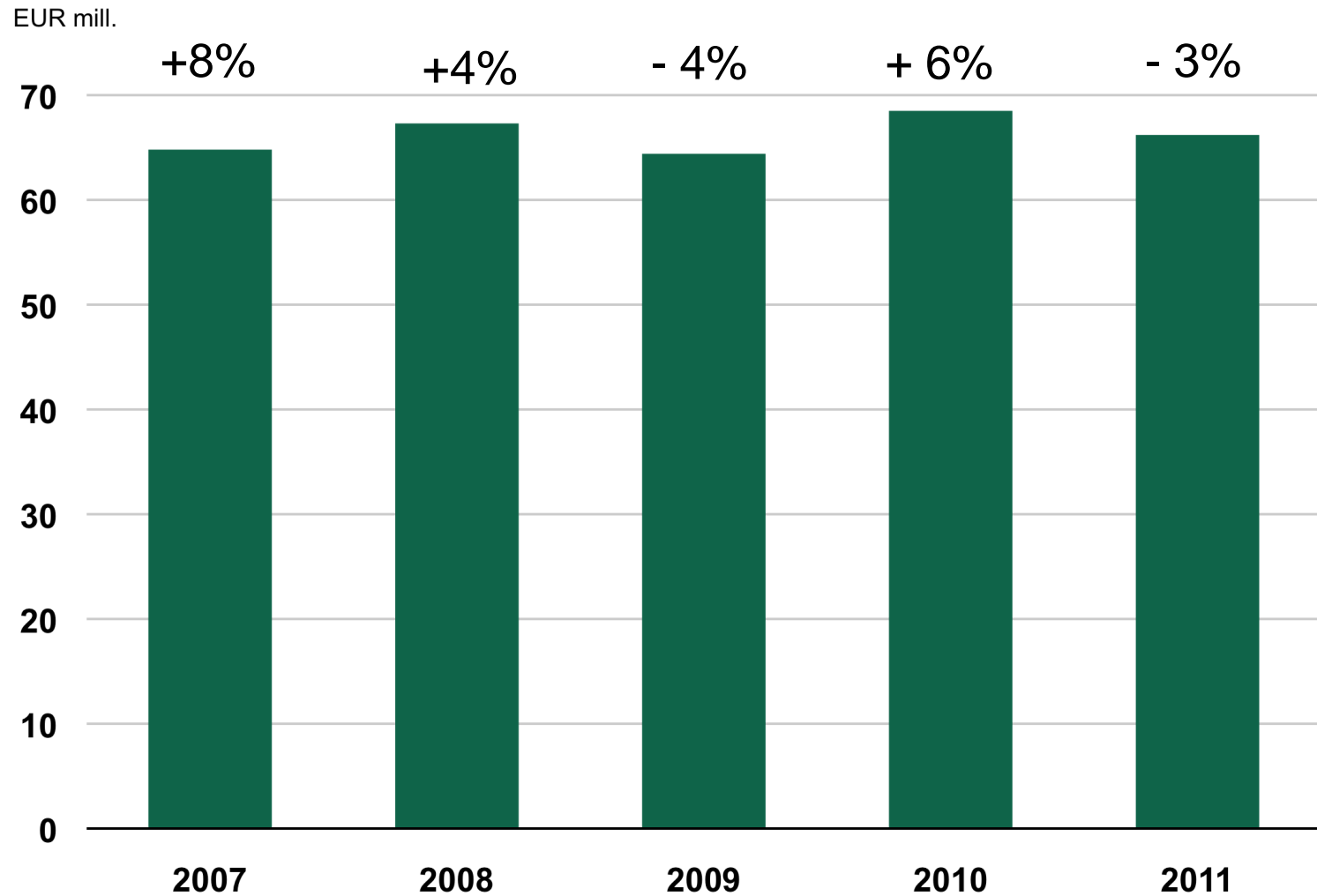
- Headquarters in Vantaa, Finland
→ Chain management and support to stores in every country
- In Russia local sales organization, administration services from the Group
- Own design in Finland and most of purchases from Asia
- Logistics centre in Vantaa, Finland, replenishments services in Russia



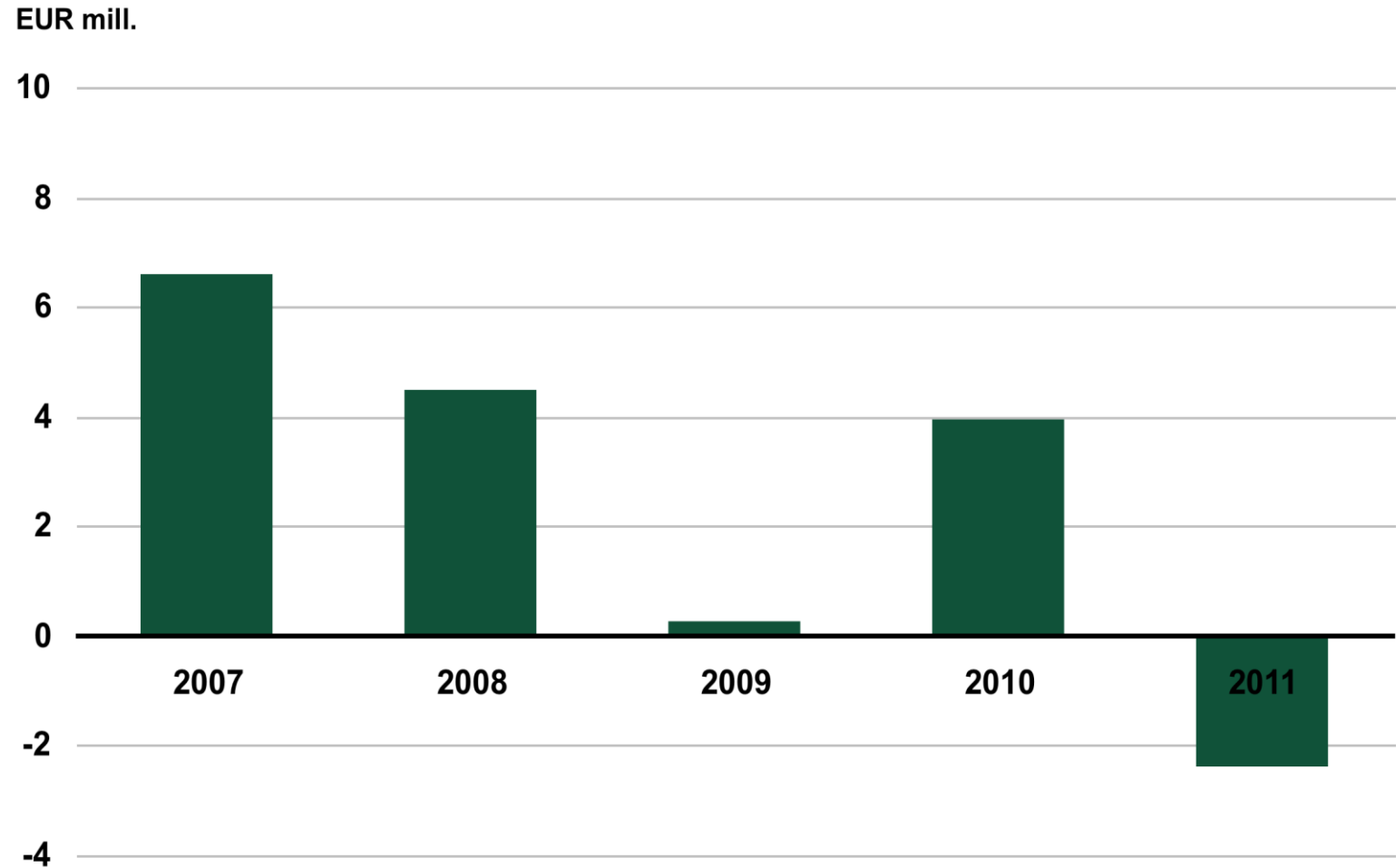




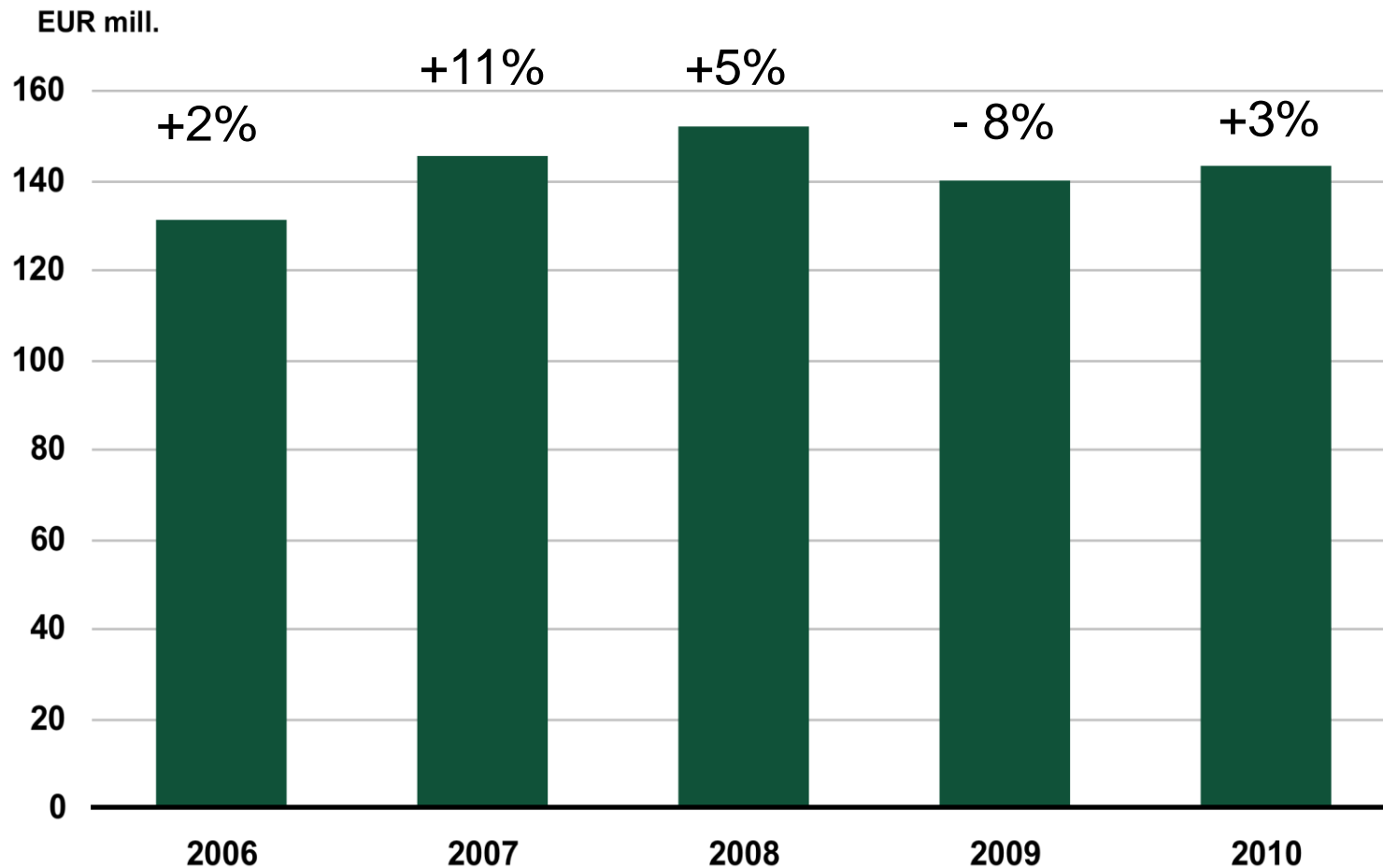
REVENUE IN JANUARY - JUNE



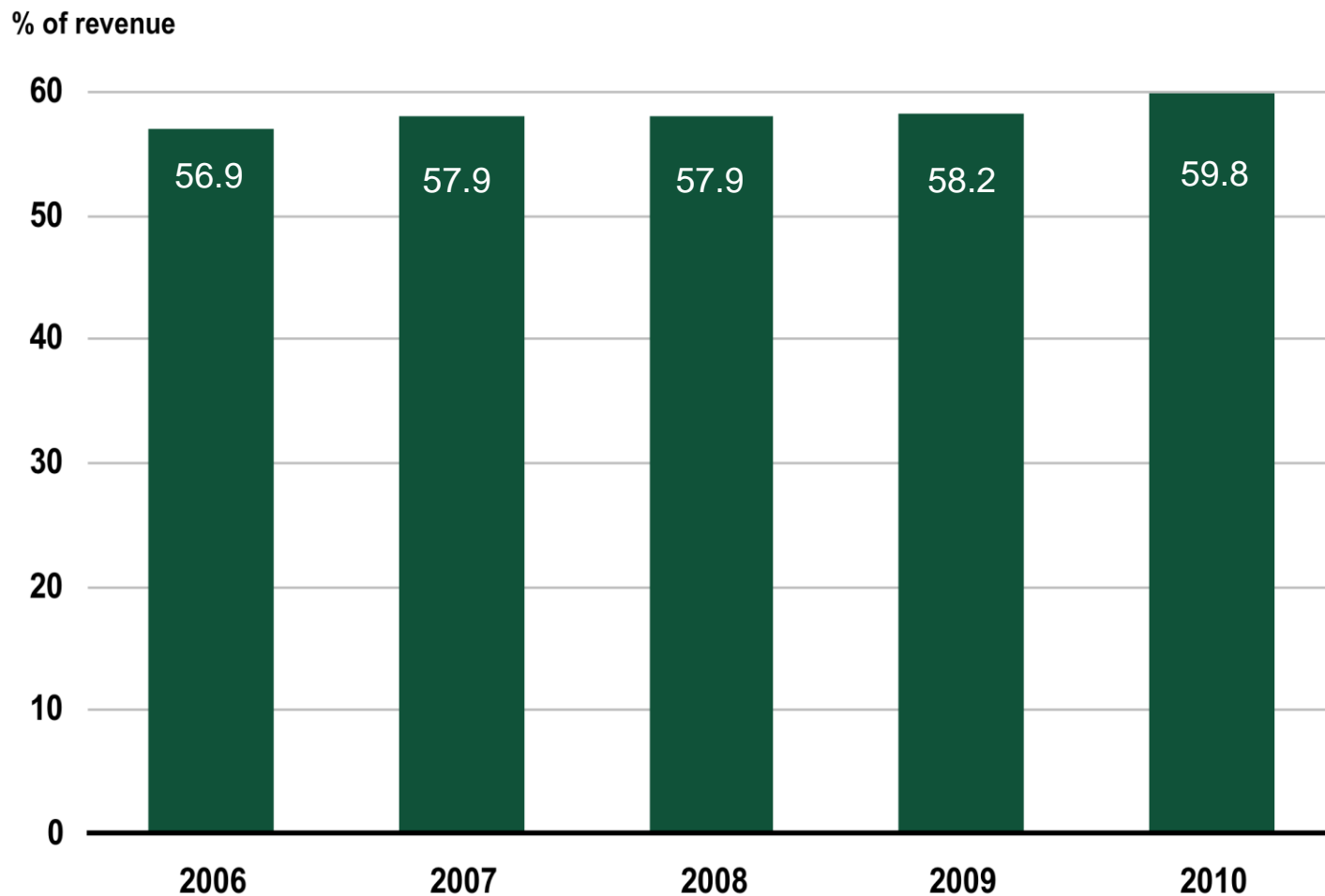
OPERATING PROFIT IN JANUARY - JUNE



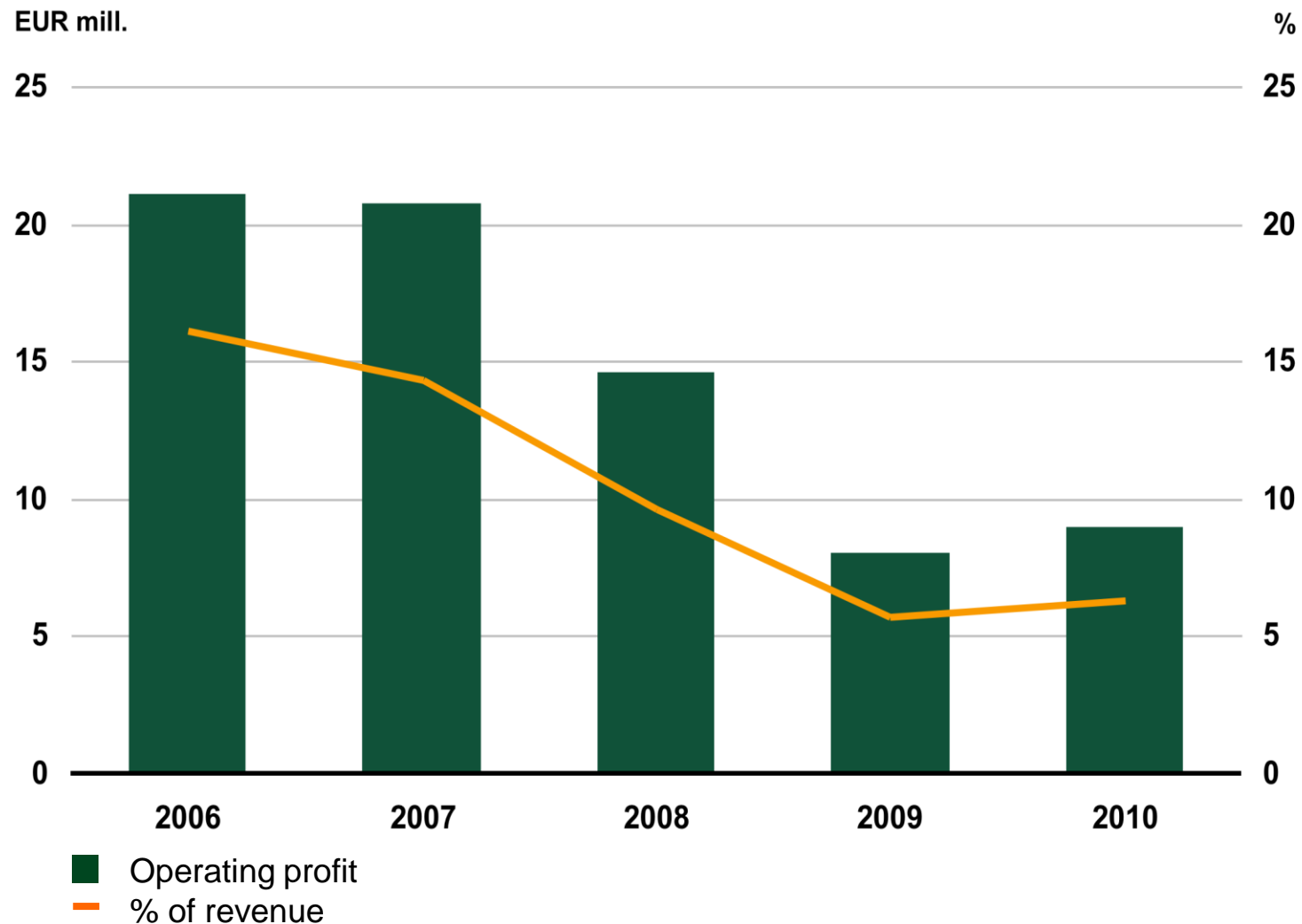
DEVELOPMENT OF REVENUE 2006–2010



DEVELOPMENT OF GROSS MARGIN 2006–2010



DEVELOPMENT OF OPERATING PROFIT 2006–2010



KEYS TO SUCCESS

- From international trends to commercial collections
- More fashionable volume products with a good market price
- Fashionable, easy-to-combine total outfits
- Main focus in fashion-oriented women of age 25–35 years

TOP 5 1. BOWTIE BLOUSES



2. DENIM BLOUSE



3. FUR DETAILS



4. MIDI LENGTH



5. HIGH WAISTED JEANS



SEPPÄLÄ FASHION COMMUNITY

Seppälä

- www.seppala.fi is an active place to enjoy fashion, 800 000 unique visitors in 2010
- Seppälä Fashion Community to be opened in every country in the local language in November 2011
- Shop Online opening in Finland in November 2011
- All products presented with pictures, a lot of outfits and inspiration, many social media features
- Goals to enable online shopping and increase in-store sales



GROWTH STRATEGY



- Moderate expansion in the near future
 - Approx. 3–5 stores annually in 2012–2013
 - Focus on St Petersburg and Moscow and their nearby cities during 2012 and 2013
 - Continuous following of store profit, unproductive stores will be closed
 - Refurbishing existing stores
- Developing the offering to various markets and stores
- Recognising differences in customer needs and behaviour
- Launching new product groups
- Increasing comparable sales in all countries
- Brand strengthening

SEPPÄLÄ CLUB

Seppälä



- Seppälä Club was launched in Finland in 2008 and in the Baltic countries in 2010
- Today Seppälä Club is a community of 700 000 Finnish and Baltic women interested in fashion
- Seppälä Club offers customers fashion trends, happenings and special offers
- Seppälä Club members receive financial benefits from increased purchases
- Seppälä Club will be launched in Russia 2011



PAOLA SUHONEN BY SEPPÄLÄ

Seppälä



- Co-operation with the famous Finnish designer Paola Suhonen
- Special collection with 13 products

Marketing:

Short film (27 min) produced and shot by Paola Suhonen
→ tv, fashion magazines, online advertising

Press launch 17 August
In stores 1 November 2011



AUTUMN FASHION – TRUST YOURSELF

Seppälä

- New differentiating marketing concept – Trust Yourself
 - Encouraging women to enjoy fashion and look good
 - Core idea from the Seppälä mission
- Supermodels of your own life, vol. 2
 - New campaign faces are well known people with self confidence, charisma, passion and stories
 - Seppälä presents these people as personalities, allowing them to tell their story
- Goals for the new concept
 - To create interesting and noticeable advertising
 - To portray Seppälä as a fashion house
 - To create a feeling that the Seppälä fashion is for everyone



Thank You

СПАСИБО

Seppälä

