



# STOCKMANN

Helsinki Flagship  
Capital Markets Day 2012

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Director of Helsinki city centre department store



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# The department store with great history



1880



Keskuskatu 1921



1926



1930



Argos corner 1989



2012

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## Helsinki Department Store 2011

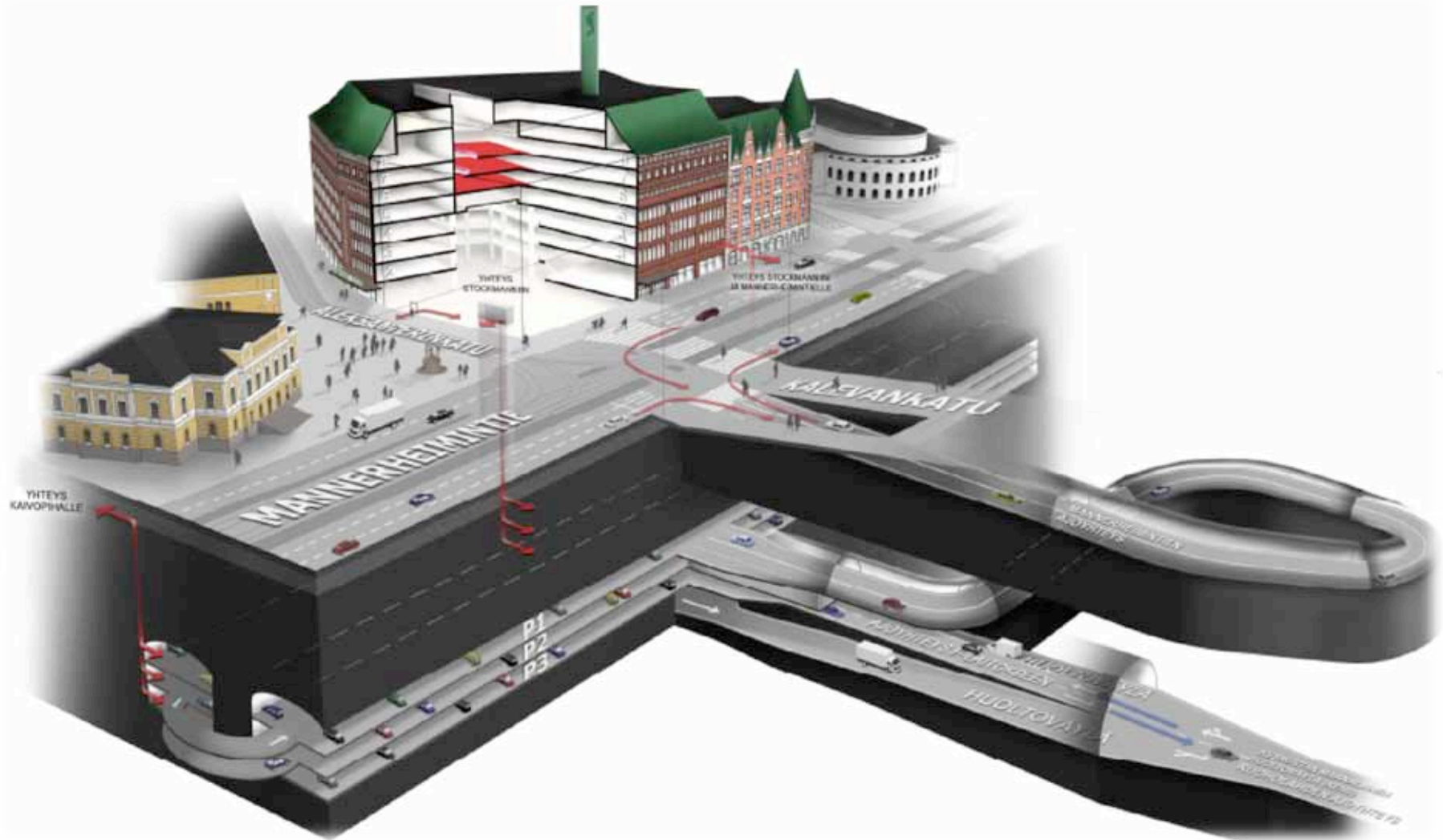
Sales area	54 000
Number of employees	2 000
Customers (mill.)	12
Visitors (mill.)	over 14
Tenants & concessions	35



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## The "All-Time Stockmann" project



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## Stockmann Q-Park

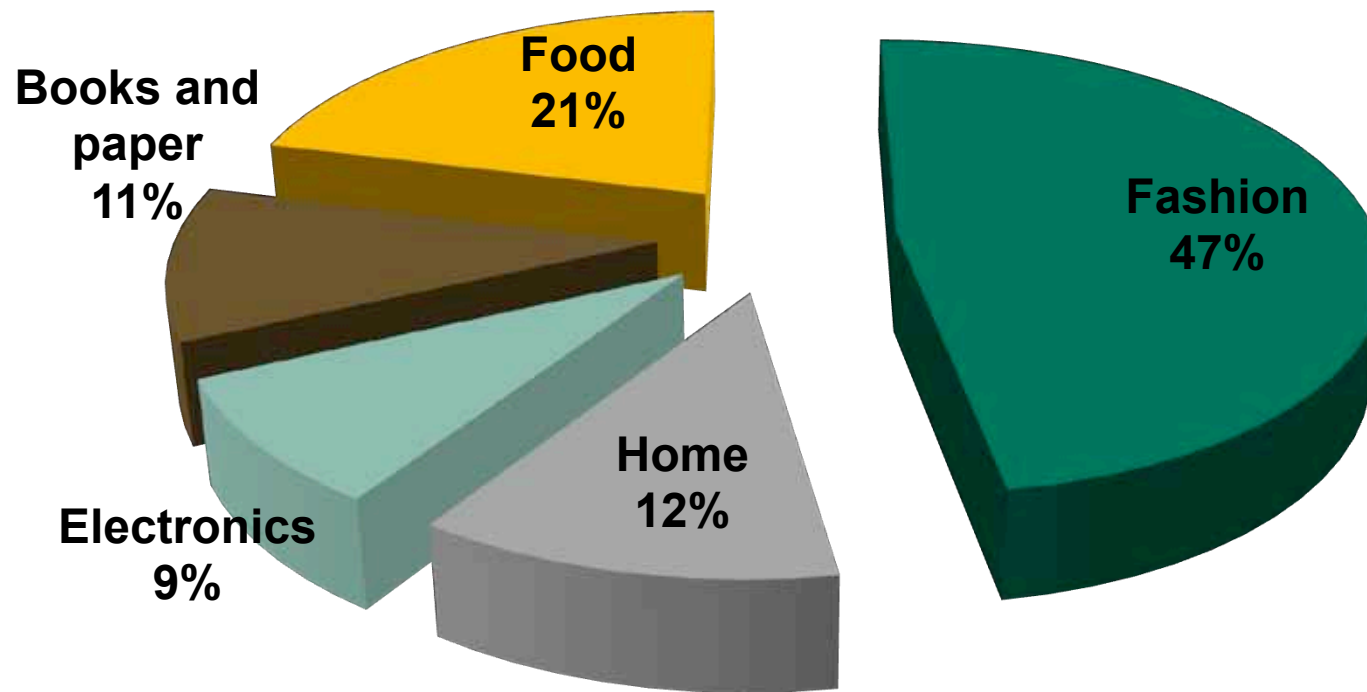
- 600 parking places
- Over 850 000 visitors per year



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## Sales by merchandise area



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## Delicatessen

- Completely new and renovated Food Hall opened in 2010
- 5 000 m<sup>2</sup> on one floor
- Basic assortment includes 24 000 products
- 450 employees
- The combined length of the service counters is 90 metres



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## Tax free sales

- Tax free sales in Helsinki flagship make up 5% of total sales
- Most of the tax free customers are Russians (87%)
- Clothing and accessories are most-bought product groups by tax free customers





## Examples of the Brand Portfolio

### **Fashion:**

7 for all Mankind  
Armani Collezioni  
Burberry  
Diesel  
Filippa K  
Hugo Boss  
By Malene Birger  
Day  
Tommy Hilfiger  
Polo Ralph Lauren  
Lauren  
Gant  
DKNY  
Guess by Marciano  
Michael Kors  
Longchamp  
Lancel  
Calvin Klein  
Furla  
Gucci  
Swarovski

### **Cosmetics:**

Armani  
Chanel  
Clinique  
Dior  
La Mer  
Estée Lauder  
Lancôme  
Biotherm  
Guerlain  
MAC  
Yves Saint Laurent  
Shiseido

### **Home:**

Artek  
Kartell  
Yves Delorme  
Kenzo  
Lexington  
Ralph Lauren Home  
Calvin Klein  
Hugo Boss Home  
Escada  
Marimekko  
Designers Guild  
Gant

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## Services

Wedding and gift service  
Style consulting  
Made-to-measure  
Alteration service  
Makeup services  
Interior design  
Curtain and lampshade atelier  
Framing service  
Book advisory  
Book printing service  
Computer installation service  
Home delivery and delivery services  
Photo service  
Food Court service desk, gift and order service  
Loyal Customer service  
First Lounge  
Delivery Service  
Money Exchange  
Gift cards  
Wellness services



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Thank you  
and  
welcome to Stockmann!



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