

LUMI



18 March 2016 - Helsinki, Finland

[LUMI X FUNDEDBYME EQUITY-BASED CROWDFUNDING CAMPAIGN IS PROCEEDING FAST](#)

LUMI, FINLAND'S LEADING HANDBAG COMPANY IS RAISING FUNDS FOR A NEW FLAGSHIP STORE IN STOCKHOLM, SWEDEN, OPENING IN 2017.

JOIN OUR CROWDFUNDING CAMPAIGN HERE: bit.ly/LumiCrowdfunding

LUMI is proud and grateful to have already reached 32% of its Fundedbyme campaign goal within just a few days after the start of the crowdfunding campaign.

LUMI, a fast-growing and award-winning Finnish designer handbag and leather accessories maker, is raising funds to accelerate and consolidate its global brand position by opening a new flagship store in the heart of Stockholm, Sweden in 2017. This retail expansion will strengthen our position in a key market, as well as definitively establish LUMI as the market leader in leather accessories across all Nordic countries.

LUMI represents a unique proposition in the world of leather goods, combining directional, yet unpretentious design aesthetics with industry leading sustainable production methods, resulting in a range of leather products made in the Nordic way, in a uniquely Finnish way.

LUMI products feature a directional and easily recognizable design aesthetic, which has created a loyal customer base that appreciates a Nordic sensibility, one that emphasizes 'bling' free and lasting design. In this sense, LUMI product design is based on a distinctly Finnish design heritage, which draws on the clean lines and functional ethic of our Nordic traditions.

LUMI products are based on sustainable production methods, with over 60% of our products now made with vegetable-tanned leather. These production methods are one part of our broader strategy for achieving sustainable production practices, which include our exclusive use of long-term manufacturing partners, organized around small factory units, where artisanal leather handcraft has been practiced and perfected from one generation to the next.

We believe our combination of clean aesthetics and sustainable ethics has a truly global appeal, and invite you to join LUMI in this next, exciting chapter.

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