

FOR IMMEDIATE RELEASE: Mudpie's first trend seminar in Finland

Our spring summer 2011 trend seminar, entitled 'Consideration' was presented at the historical and luxurious Astoria located in the middle of the Helsinki design district. On the way to the seminar attendees passed a variety of interesting stores and galleries which made the whole day a truly creative trend experience.

We presented our trends and Carlin, the respected French trendbook publisher were represented by their agent, Antti Rimminen.

Consideration: The post-recession world is set for dramatic changes; not only economically but socially and ethically. Retail attitudes will follow, with changes in buying habits already apparent. The frivolous and materialistic buying habits of capitalist culture will be replaced with a new attitude. Consumers want items that have longevity and eco-credentials, replacing the value of monetary wealth with the acquisition of life and travel experiences, relationships and spiritually fulfilling activities.

Attendees we also given the opportunity to experience Mpdclick, Mudpie's online trend forecasting service, along with their extensive range of trendbooks, including the newly launched MPD Active, a collection of performance apparel, graphics, prints and textile information aimed at the male and female commercial sportswear market.

Head of Oy Urban View, Antti Rimminen said "the first Mudpie trend seminar in Helsinki was a success for us. We had over 100 visitors from various kinds of companies in the textile, clothing, interiors and marketing businesses. The event was a great way to widen the market for Mudpie's products and a fantastic way to launch the new MPD Active trendbook, which is rapidly becoming a real bestseller in our market. "

Fiona Jenvey, CEO of Mudpie said "although Finland is a very small market, it is a very strong one for Mudpie. As a creative CEO I always enjoy sharing our trend intelligence with creative people and meeting our subscribers in person as this helps us understand the needs of our clients and the market.

This trip was particularly enjoyable as I had the opportunity to take in some Finnish design. I did a brief sightseeing tour in sub zero temperatures and enjoyed the Marimekko store, the Finland Design Forum and The Design Museum which has a great collection of Iittala and Arabia glass wear. Finally I dropped into the Artek store with its collection of Alvar Aalto classic furniture which is currently inspiring the new interior of the Mudpie design studio!

Finally, thanks to our Finnish agents, Oy Urban View for organising the seminar. I hope all of you who attended the seminar found it enjoyable and worthwhile, I certainly did. If you missed it, my next seminar will be at Première Vision in Paris on Wednesday 10th February at 12.00."

For more information on any of Mudpie's products and services please visit www.mudpie.co.uk or contact Oy Urban View on telephone: +358 400 242079 or email: anttti@urbanview.net