

# Finland

Northern Lights in Lapland

# Personal Statement

- My name is Maci Pellerin.
- I chose to research Finland due to its location in the Arctic Circle.
- I have always been interested in living in cold places.
- Santa's also a big part of Finland's culture.
- I love Christmas.



# Case Study

- This explanatory case study aims to answer how Finland's clothing culture and how company responded to Covid-19 lockdowns.
- The purpose of this case study is to detail aspects of Finland that form the country's culture, which dictate the type of clothing consumed.
- This is an investigation of components of economics and the resulting clothing worn.
- This study will answer the research questions of why people wear the clothing they do, what do they wear, and what economic components impact the clothing worn.
- This research study has no control over the occurrence of events and focuses on real-life situations.

# A Look Into Finland:

- Located in Europe
- Land area: 120,000 sq mi (ranked 66<sup>th</sup> world)
  - Similar size to Montana
- Population: 6 mil (ranked 118<sup>th</sup> world)
- Capital: Helsinki (Pop: 700,000)

<https://cdn.britannica.com/41/183641-050-0EF5ECA9/World-Data-Locator-Map-Finland.jpg>



Location Map of Finland in World



<https://www.pinterest.com/pin/159807486760407487/>

The World Factbook. Edition: Oct 3, 2024. Washington, DC: Central Intelligence Agency. (Finland).  
<https://www.cia.gov/the-world-factbook/>.

# Background

- Climate- Almost subarctic
  - Very cold temperature but seas and lakes cause it to be milder than subarctic region
- Terrain- Low flats into hills with lakes and rivers in between
- Natural Resource- Timber
  - Also used to produce medical supplies
- Ethnicity- 91% Finnish
- Language- 86% Finnish
- Religion-67% Lutheranism

[https://happytours.eu/wp-content/uploads/2017/04/Finland\\_Kilpisjarvi\\_Huskies\\_2.jpg](https://happytours.eu/wp-content/uploads/2017/04/Finland_Kilpisjarvi_Huskies_2.jpg)



[https://happytours.eu/wp-content/uploads/2017/03/Finland\\_Lake\\_Hill.jpg](https://happytours.eu/wp-content/uploads/2017/03/Finland_Lake_Hill.jpg)



# History

- First people arrived in 9,000 B.C.
- government entities fought for control for trade and resources:
  - Finland (-12<sup>th</sup> century, 1917- Present)
  - Sweden (12<sup>th</sup> century-1809)
  - Russia (1809-1917)
- Raided during Viking age (1000-1200)
- Finish language banned in 1850 (Russian domain)
- Finnish constitution and armies dismissed in early 1900's
- Became parliamentary democracy (1917)
  - Fears Russia's invasion therefore joined EU (1995)
  - President: Suomen Tasavallan



Demonstration in Turku\_1917\_Image\_public\_domain.jpg(1198x674)

1917

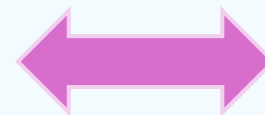
# Finnish Cuisine:



- **Loimulohi:** Salmon or rainbow trout salted and smoked topped with lemon juice, honey, or juniper berries



- **Joulutorttu:** Crispy puff pastry folded around plum jam in a star; served around Christmas



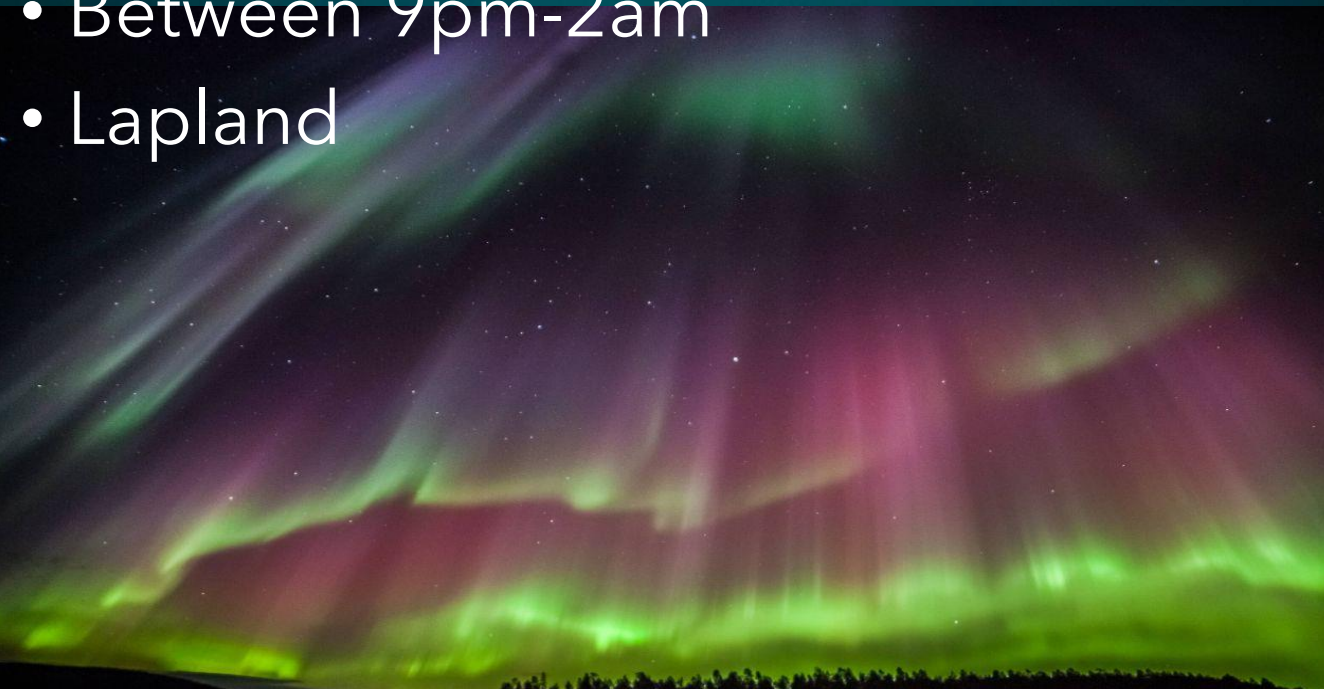
- **Ruisreikäleipä:** Flat & round loaf of rye bread; sweet and sour coating from butter, honey, and salt

# Tourist Attractions



# Northern Lights

- Best views August-April
- In the north: every other night
- In the south: 10-20 nights a year
- Between 9pm-2am
- Lapland



# Santa Claus Village

- Located in Rovaniemi
- Santa's hometown
- Meet Santa any day of year
- Part of Arctic Circle
- Northern lights
- Snow hotel, gift shops, restaurants, museum, rides, dog parks



WEB; Welcome to Santa Claus Village | Arctic Circle, Rovaniemi Lapland. (2024, November 4). Santa Claus Village.

Retrieved November 9, 2024, from <https://santaclausvillage.info>

# Temppeliaukio Church

- Lutheran church
- Located in Helsinki
- Timo and Tuomo Suomalainen designed it in 1969
- Built in solid rock



<https://www.zestandcuriosity.com/wp-content/uploads/2021/02/2-SofievF-sRGB-2048px-.jpg>

WEB; Zestandcuriosity. (2021, April 11). *Temppeliaukio Church – The Rock Church in Helsinki*. Zest and Curiosity. Retrieved November 9, 2024, from <https://www.zestandcuriosity.com/2021/03/25/temppeliaukio-church-the-rock-church-helsinki/>

[https://www.researchgate.net/figure/interior-of-the-Temppeliaukio-Church-which-was-designed-by-architects-and-brothers-Timo\\_fig6\\_310659424](https://www.researchgate.net/figure/interior-of-the-Temppeliaukio-Church-which-was-designed-by-architects-and-brothers-Timo_fig6_310659424)

# Moose

- Largest species
- Can be found all throughout Finland except mountaintops
- Migrate up to 100 km
- 60,000-70,000 hunted annually



Ranuaresort. (2023, May 16). *Moose - Ranua Resort*. Ranua Resort. Retrieved November 20, 2024, from <https://ranuaresort.com/en/elaimet/moose/#:~:text=LIVING%20HABITS,the%20northernmost%20parts%20of%20Lapland>

# People and Society

- Life expectancy: 82 (ranked 31<sup>st</sup> world)
- Median age: 43 (ranked 36<sup>th</sup> world)
- School life expectancy: 19
- Education expenditure: 6% (ranked 46<sup>th</sup> world)



## People and Society

- Contraceptive prevalence: 86%
- Fertility rate: 1.74 children/ women (rank 150th in world)
- Mother's age for first child: 30

# People and Society

- Health expenditure: 10%
- Alcohol use: 2.2 gallons per capita (41<sup>st</sup> in world)
- Tobacco use: 22% (75<sup>th</sup> in world)



[https://www.workinfinland.com/.imaging/mte/wif-theme/md/dam/wif/WIF-talents/get-started/Healthcare/Naantali\\_fi\\_Lastenneuvola.jpg/jcr:content/Naantali\\_fi\\_Lastenneuvola.jpg](https://www.workinfinland.com/.imaging/mte/wif-theme/md/dam/wif/WIF-talents/get-started/Healthcare/Naantali_fi_Lastenneuvola.jpg/jcr:content/Naantali_fi_Lastenneuvola.jpg)

# Economy (High)

- GDP per capita: \$58,000 (ranked 31<sup>st</sup>)
- Below poverty line: 12%
- Primary products exported: \$120 billion
  - Paper and steel to Germany consuming 11% of the total exports
- Primary products imported: \$120 billion
  - Crude petroleum, refined petroleum, cars and garments with 20% from Sweden





# Covid was Beneficial to Finland's Clothing Industry

- Fashion trends in Finland changed due to Covid-19, studies show how Finland was affected:
  - Online ethnographic observation were conducted on twitter, Facebook, and national media sites from 2020-2021
  - Survey of 26 items answered by forty Finnish companies (November to December 2020)
- Effects included:
  - Digitalization, frozen production & consumption, lack of garments, online stores
- However, Finland used crisis as a new business opportunity:
  - Customer relations improved from direct communication by email
  - Sold high demanded items- facemask, secondhand fashion & vintage clothing
  - Local production caused business to become more stable
  - Industries collaborated such as the paper & health industries to create paper facemasks
  - Corporate social responsibility increased due to fall of fast-paced industry from its social and environmental impacts
  - Concluded customers were willing to pay more for local products, pandemic helped push the country to local production, expanded customer bases due to technology.



<https://blog.axcethr.com/zoom-shirt-with-sweatpants-has-the-pandemic-forever-changed-employee-dress-codes>

# Straws into Shirts

- Fashion designer- Rolf Ekorth
- Mixes traditional Finnish fashion into mainstream trends
- Uses recycled textile made from cloth
- Collabs with our ecofriendly business
- Plans to extend business internationally



# Shopping Used:

- Companies have begun selling strictly secondhand fashion to reduce clothing waste and harmful gas emissions
- Examples include:
  - Emmy, Revolve, Luxury Helsinki, Vintage Magasinet, and Ninyes
- Emmy, Revolve, Vintage Magasinet, and Ninyes- secondhand clothing
- Luxury Helsinki- authentic secondhand luxury handbags and accessories
- Quality checked and handpicked by the owners



<https://www.goodnewsfinland.com/en/articles/five-from-finland/2021/second-hand-fashion/>



<https://www.goodnewsfinland.com/en/articles/five-from-finland/2021/second-hand-fashion/>

# Checking Out Clothes with Library Cards

- Finnish designer Onerva Luoma exhibits work in travelling showcase
- “Lead Me out of here (even if I Do not Know if such a Place Exists)”
- Began during covid lockdown
- Paints old clothing in-place of canvas
- Exhibited in free library around Finland
- Members rent out items for free
- Aim- creatively end a climate crisis
- Goal- become international shop



# Life in Lapland

- Nomads in Lapland
- Travel via reindeer
- Survive off forest and dairy industry
- Few people live in the north
- On weekends and holidays, Finns escape to their summer houses



# Finnish Traditional Clothing

- Every region has different clothing styles due to climate
- Traditional folk costumes are not accurate
- Caused by differing artist, sewing techniques and fashion industry/trends
- Locals are trying to correct this
- "Suomen Kansallispuukunneuvosto" oversees research and restoring

Ancient national costume of Masku, the 12th century



<http://nationalclothing.org/images/2014/07/finn6.jpg>

Attire

Long jackets

Hats



Street Style

[https://img.buzzfeed.com/buzzfeed-static/static/enhanced/webdr05/2013/8/12/16/enhanced-buzz-wide-31366-1376340732-87.jpg?downsize=900:\\*&output=format=auto&output\\_quality=auto](https://img.buzzfeed.com/buzzfeed-static/static/enhanced/webdr05/2013/8/12/16/enhanced-buzz-wide-31366-1376340732-87.jpg?downsize=900:*&output=format=auto&output_quality=auto)

[https://images.vstatic.com/GYwGyPsaQnsCnSFz1ETyfQfmaN8=/744x1197:2099x4204/1900x0/Fashion\\_in\\_Helsinki\\_Street\\_Style\\_44\\_b11a926a34/Fashion\\_in\\_Helsinki\\_Street\\_Style\\_44\\_b11a026a34.jpg](https://images.vstatic.com/GYwGyPsaQnsCnSFz1ETyfQfmaN8=/744x1197:2099x4204/1900x0/Fashion_in_Helsinki_Street_Style_44_b11a926a34/Fashion_in_Helsinki_Street_Style_44_b11a026a34.jpg)

[https://hel-looks.com/med-photos/20140515\\_03.jpg](https://hel-looks.com/med-photos/20140515_03.jpg)





<https://herfinland.com/wp-content/uploads/2022/06/finnish-clothing-brands-25-83x1024.jpg>

# Rural Clothing

- Long sleeves
- Coats
- Pants
- Tennis shoes



[https://mgmt-public.businessprod-magnolia-platform.com/amegahite/vaio/otara/fineme/plusW/dam/W/helsinki.../vaio/finland\\_inf-399x17994628275148051478\\_optimized.jpg?content=.../vaio/finland\\_inf-399x17994628275148051478\\_optimized.jpg](https://mgmt-public.businessprod-magnolia-platform.com/amegahite/vaio/otara/fineme/plusW/dam/W/helsinki.../vaio/finland_inf-399x17994628275148051478_optimized.jpg?content=.../vaio/finland_inf-399x17994628275148051478_optimized.jpg)

# Business Attire



<https://x.com/FinlandinCanada/status/1854259438552752435/photo/2>



<https://64.media.tumblr.com/ecd44768f47f9a66a9b3ab681bb3db37776b11948c859d93d5b/s1280x1920/cde278525b883a8e7e965126e481929b8c31df5b.jpg>



<https://i.pinimg.com/736x/2e/11/05/2e1105721f66392112511684b5a31e93.jpg>



# College Clothing

# Traditional Outerwear

1. Pocket-like pouch (*kolikkopussi*)

2. Headband for an unmarried woman

3. Top hat (*silinteri*)

4. Peaked cap (*lippalakki*)

5. Regency-style top hat

6. Silk cap over a mobcap (*tykkimyssy + tykki*)

7. Orthodox headdress (*sorokka*)

8. Linen cap (*liinalakki*)



14 Two different bodice styles

13. Red silk ribbon headband for girls

12. West Finnish man's jacket (*röijyt*)

11. Karelian apron with fringing

9. West Finnish woman's jacket (*röijyt*)

10. Karelian woman's jacket (*kostuli*)



# Wedding Common

- Country or ocean side
- Casual/ business attire



<https://juliailqvist.com/gallery/johanna-simon/#flo-block-gallery-view-2--528-78>



<https://juliailqvist.com/gallery/johanna-simon/#flo-block-gallery-view-2--528-68>



<https://juliailqvist.com/gallery/sofia-simon-brollop/#flo-block-gallery-view-2--495-111>

# Wealthy Wedding

- Ice castle chapel
- Guest stay at hotel
- Fancier attire



<https://mlewe8ipggt2.i.optimole.com/w:640/h:427/q:mauto/f:best/ig:avif/https://signaturebride.net/wp-content/uploads/2019/01/Webp.net-resizeimage-5.jpg>



<https://www.brides.com/gallery/ice-destination-wedding-venues>



<https://www.lizmooredestinationweddings.com/wp-content/uploads/2020/02/Luvattunaa-Lexi-Ice-Gallery-wedding-ceremony-scaled.jpg>

Liz Moore

# Traditional Sami Clothing

Ládjogahpir,  
(Hornlue)



Nutukas



[https://blogger.googleusercontent.com/img/b/R29vZ2xl/AVvXsEgKmWUp54p28kbsAKjUjWAF9PqFjr7KLR\\_7hD9t1FXF5OgK8CqbpXuwujjDubFPT-WNKP4FtXOhAJH-KQxOq3Uqibi9GYBbyWMcVM44KyOxqKui8gGclw\\_-3ji2s1ErKnBjU7JkZ5\\_Kob0/s1600/Image32.jpg](https://blogger.googleusercontent.com/img/b/R29vZ2xl/AVvXsEgKmWUp54p28kbsAKjUjWAF9PqFjr7KLR_7hD9t1FXF5OgK8CqbpXuwujjDubFPT-WNKP4FtXOhAJH-KQxOq3Uqibi9GYBbyWMcVM44KyOxqKui8gGclw_-3ji2s1ErKnBjU7JkZ5_Kob0/s1600/Image32.jpg)

# Special Adornments

Hattu- Hat worn by both women and men



<https://www.tourist.com/wp-content/uploads/2023/09/woman-finnish-dress.jpeg>

# Special Adornments

Korut- Individual pendant



Čiehgahpir- Traditional Sami men's hat





# Issues in Finland

- 66,000 Ukrainian refugees flooded Finland after Russia took over their country
- This has caused a huge impact of the economy
- Covid-19 led to the shutdown of many businesses



<https://static01.nyt.com/images/2024/07/10/multimedia/00xp-finland-HFO-zglw/00xp-finland-HFO-zglw-videoSixteenByNine3000.jpg>  
<https://images.wsj.net/im-260280/?width=700&height=467>



# Conclusions



- Covid-19 led to the shut-down of many in-person businesses; however, Finland used this for new business opportunities.
- Online stores began spreading customer bases.
- Recycled clothes and second-hand fashion became common.
- Finland reverted to local production.
- Finnish culture is being brought back into their fashion.