



Alvar Aalto Museum,
Hanna Sarén's
'Lulu' cat necklace and
'Vielä nimetön'
(*'As Yet Unnamed'*)
dog necklace
Photograph: Pasi Hytti

Hanna Sarén and the Alvar Aalto Museum

The fashion designer Hanna Sarén finally became a household name ten years ago, when clogs of her design appeared in an episode of the *Sex and the City* television series. In recent years, Hanna Sarén has established herself as a high-quality brand name, whose products boast materials and craftsmanship to match. However, her glittering cat hairpins should ultimately convince you that Sarén really does not view fashion as being dead serious.

The world of fashion is international, and Hanna Sarén does not portray herself as a particularly Finnish designer, either. Yet her designs embody the best characteristics of Finnish design: originality and innovative use of materials. Sarén is inspired by high-quality materials, such as leather with a light-reflective finish or slightly glowing birch. Despite being world-class, the manufacturing process of her products is still charmingly craftsmanlike. Both the prototypes and many of the finished products are hand-made by the designer at her atelier in Korkeavuorenkatu in Helsinki.

From the wide Hanna Sarén collection of products, some lovely new spring items and high-quality classics have been picked for retail at the Alvar Aalto Museum shops. The products are available at the Alvar Aalto Museum Shop in Jyväskylä and the museum shop at the Aalto House in Helsinki.

More information

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Alvar Aalto Museum,
Day Dreams series of clutch bags / Corsica Clutch
Photograph: Pasi Hytti



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Hanna Sarén products and the stories behind them

CAT HAIRPINS

The cute cat hairpin was inspired by the cat motif on our mobile phone case. It was so adorable that I wanted it to reincarnate as a hair piece. It adds light and a touch of humour to the wearer's face.
Crystal (white) and Pearl (black)

STAR HAIRPINS

We all want to be stars at something. Be a star! And show it with a hairpin.

A LEATHER CASE FOR BUSINESS CARDS

You need a nice frame for your business cards, too, when handing your card to a new acquaintance. The leather business card case with a laminate finish is a sophisticated product for these very moments.

CAT NECKLACE

The necklaces with an animal motif were born out of love for animals. Cats are soft, cute and mysterious. The cute white Lulu also has a black mate, Bijou.

DOG NECKLACE

I was told that dog lovers need their own necklace, too. I arrived at its sympathetic look by mixing the shapes of different breeds of dog. And the result is a mild-mannered mongrel to which you can give the name of your choice.

THE LEATHER "POWER BAG"

I wanted to make a stylish laptop bag, which has a business-like, yet effectively elegant look that says 'important information being carried here'.

LEATHER HANDBAG "SMALL FOR SUNDAYS"

I wanted to make a series of products with no sewing machine involved at all, by just weaving the pieces together by hand with a string. A classic series of bags, which are available in three sizes, emerged; this is the smallest of the lot and perfect for use on a Sunday afternoon.

LEATHER HANDBAG "BIG FOR BIG BUSINESS"

"Big for Big Deals" was created in answer to the need to fit many bags inside one bag, because women, myself included, tend to carry with them several bags of different sizes for different purposes. On every weekday, I carry with me a handbag, a small bag, a sports bag and a laptop bag.

CLOGS FOR AALTO HOUSE VISITORS

Visitors to the Aalto House and its cosy environment will feel more at home when wearing clogs made of Finnish birch and enjoying their wonderfully warm and comfortable feel. They remind us of Alvar Aalto's fascination with wood in his works.

More information

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