

MINNA MINNA Flagship store



Minna Minna is a candy-colored vision rooted in sustainability. Minna Parikka is no stranger to bold design. With over two decades of experience in footwear, she's built a reputation for crafting shoes that spark emotion and imagination. Her new brand, Minna Minna, builds on that legacy but with a sharper focus on sustainability. The store she designed for the brand is a physical expression of that shift and a space where design meets responsibility. "I'm always looking to create things that evoke emotion," Minna says. "Whether it's shoes, branding, or the space itself, it all needs to tell a story." With her deep experience in footwear design and manufacturing, she's seen the industry from the inside. That insight led her to rethink how products are made, and to build her new concept around recycled and natural materials, from the shoes themselves to the interior finishes. The flooring was a key part of that vision. Minna knew it had to match the shoes, not just in durability but in character. "People really look at the floor when they're trying on shoes," she says. "It couldn't be boring. It needed to continue the fantasy of the shoes." She chose Marmoleum for its rich palette, its durability, and its sustainable composition. "It's hard-wearing, made from natural components, and I found out you can cut it into pretty much any shape." That flexibility allowed her to create a floor that feels like part of the product story. Inspired by pastel tones and muted neutrals, she designed a wave-like layout with pearl chain details, a recurring motif in her shoe designs. "A lot of people say our store is like a candy shop," Minna laughs. "The floor leads the customer from the door through the whole space, just like a story unfolding." Choosing Forbo was a deliberate decision. "It was the color selection, the durability, and the sustainability angle of the production," she says. "And the fact that I could shape it to match my vision made it perfect." Even under a tight schedule, the installation came together. "It took a lot of work to cut and fit all the pieces into place, of course, but we managed. All is good in the end and the hard work was worth it." Six months after opening, the floor continues to impress. "It's worked so well," Minna says. "People walk in and say it feels like a fantasy. That's exactly what I wanted."

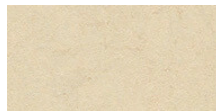
Floor designer	Minna Parikka
Photographer	Johan Halmela
Flooring contractor	Tuusulan Mattotyö Oy
Installation	Tuusulan Mattotyö Oy



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