



Fashion industry at the top of Vantaa's Vehkala's development

A new fashion center is being built in Vantaa's Vehkala district. After completion, the building will offer top-of-the-art sales premises to both domestic and international fashion operators and importers. A real-estate company was especially established to act as the constructor and owner of the center. Its main shareholders are the Finnish Takoa Invest and L'asessor. Additional investors consist of a group of other fashion-industry companies that will also transfer their own operations on the new premises. The construction work in Vehkala began in June 2016, and the first building will reach its crest level in October-November. Renters can move on the new premises in late spring 2017. The Fashion Center project is one of the most significant domestic investments in the fashion industry this decade.

"The need for new, variable and representative premises meeting present-day requirements has long existed," say Timy and Tony Lassooy of L'asessor. When repairing existing office premises was deemed to be unprofitable, entrepreneurs in the fashion industry started looking into the possibilities of building entirely new premises. The wide and positive interest of investors and other fashion-industry actors made decision-making easy in the end: the first stage of the center being built is already full-booked in practice.

Vantaa's Vehkala was chosen because of its outstanding location and accessibility. Furthermore, the City of Vantaa's active planning and willingness to cooperate had a major impact on situating the new fashion center in Vantaa. "Fashion Center is a great opening for Vehkala's workplace hub," enthuses the City of Vantaa chief real estate officer Armi Vähä-Piikkiö.

Vehkala, which is situated along the Ring Rail Line and Ring Road III, is planned to become a hub of as many as 10 000 jobs. The city owns lots in the area worth 100 hectares. "Vehkala is especially planned for the needs of the SME sector. The area is most suited for planning, service and production businesses," explains Vähä-Piikkiö.

Fashion Center will be the first office building to rise in the area. It will initially offer premises for 40-60 fashion-industry enterprises. Plans for building the next office building have already been started. The investment in the city block is estimated to reach €30 million.

The acreage of the office building now being constructed arises to around 10 000 square meters. Building has accounted for environmental issues and complies with the City of Vantaa's rules for sustainable development. The building is built of immediate ready elements. Part of the building will have a green roof that helps to decelerate storm water's absorption into the soil. The building is heated and cooled with geothermal heat.

The building is hoped to boost the Finnish fashion and clothing industry in a new way. It will provide possibilities of more intense cooperation between different actors in the field. The new cost-effective and representative premises are also believed to attract more global trademarks into the Finnish market.

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