



RIKU OUNIASLEHTO

BRAND BOOK



Riku Ounaslehto



NAPA
NORDICS

UNIQUE DETAILS

inspired by nature and folklore

Riku Ounaslehto's roots are in the far-up north of Finland. He's always been encouraged and admired by his family for his wild imagination and he always knew that he'd become an artist. When he was young he used to do folk dancing, which took him around the world to see different and inspiring cultures. He has always loved animals & his first childhood memory of illustrating is drawing mice in a sugar bowl together with his grandmother.

Riku's main sources of inspiration are ornaments, nature and sometimes fashion. He is charmed by exotic surroundings: arctic nature and tropical rainforests. Birds and rabbits, his favorite animals, are commonly found in his artworks. Riku likes to combine Scandinavian simplicity and lush folk art to create magical patterns. When he draws patterns for kids, he often thinks ambiances like magical forest or sunny town.

Riku's patterns are detailed, filled with unique beauty, mystical shapes and a bit of humour. His top picks from the colour palette are usually bold shades of red, green and orange.

Riku's brand is about bringing festival spirit and beauty to everyday life and creating timeless patterns by combining traditional themes with modern illustration style.

SELECTED CUSTOMER WORKS

H&M



DAGMAR
HOUSE OF DAGMAR

posti





SELECTED
CUSTOMER
WORKS



AriaSilk





HOME

Forest floor

Della

Altair

Brigitte

Field

Navi

Gilda

Vegetabilis





NATURE

Spring birds
Chirp
Analeigh
Two horses
Wolves
Bloom
Paio





KIDS

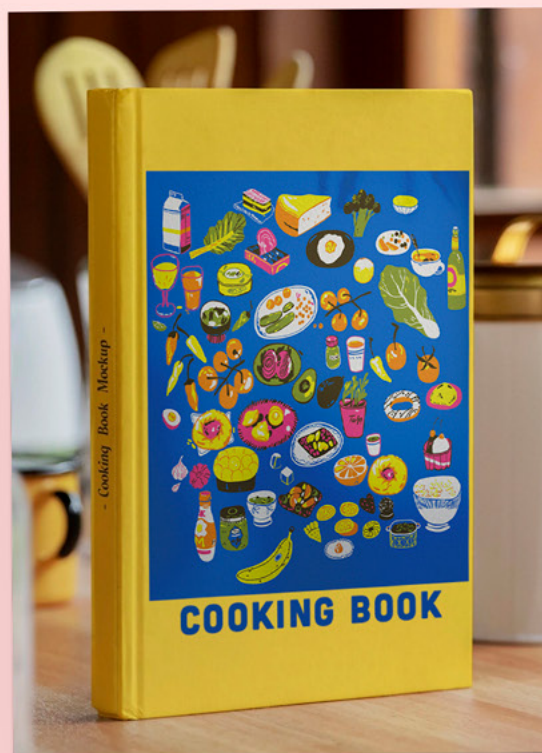
Round game Lea Little kitty
In flight Juni Gulls Mae





STATIONERY

Elf tree Arisa Birbs
Christmas comes around Reindeer
Table Pets



GET IN
touch



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