

PATTERN & SURFACE DESIGN

JENNA KUNNAS

Brand book



ジェンナ・クンナス

(Jenna Kunnas)

私はフィンランドを拠点に活動するイラストレーター兼パターンデザイナーです。

物語性・サーフェスデザイン・商業的な表現を横断しながら、

細部への丁寧な配慮と洗練されたビジュアルを制作しています。

色彩と形の調和を大切に、清新さと独自性を併せ持つ、

長く愛されるタイムレスな表現を追求しています。

主にパッケージやテキスタイル分野において、

日常の中で自然に使われ、長く親しまれるビジュアルを手がけてきました。

単体のイラストとしても連続するパターンとしても、

機能性と美しさが共存する構成を重視しています。

私の創作の背景にはフィンランドの自然があります。

JENNA KUNNAS

I am a Finnish illustrator and pattern designer working across storytelling, surface design and commercial applications. My practice combines careful attention to detail with a light, expressive visual language. Through a strong and harmonious relationship between color and form, I create visual worlds that feel fresh, distinctive and timeless.

I design illustrations and patterns primarily for packaging and textiles – work intended to live naturally in everyday environments while remaining visually engaging over time. Each design is developed to function both as a standalone image and as a repeating surface, guided by a clear sense of rhythm, balance and usability.

My artistic foundation lies in Finnish nature: vast forests, subtle seasonal shifts and the quiet presence of northern light and space. These elements inform my use of organic forms and calm yet confident color palettes, bringing clarity, harmony and depth to my work. When appropriate, I introduce small moments of surprise – a quiet sense of curiosity, gentle humor or an unexpected detail that invites closer attention.

For clients, I create scalable visual solutions that support brand identity while remaining flexible for mass production and international markets. Within a carefully structured whole, I aim to bring warmth, character and lasting appeal – designs that feel considered, human and memorable.

広がる森、静かな季節の移ろい、北国ならではの光と余白。

そこから生まれる有機的な形や穏やかな色彩が、

作品に静かな強さと奥行きを与えています。

また、控えめな遊び心や、

見る人の想像力をそっと刺激する小さなディテールも、

私の表現を形づくる大切な要素です。

クライアントに対してはブランドの世界観を尊重しながら、

量産や国際展開にも対応できるスケーラブルなビジュアルを提供します。

全体の調和を重視しつつ、

記憶に残る洗練されたデザインを目指しています。

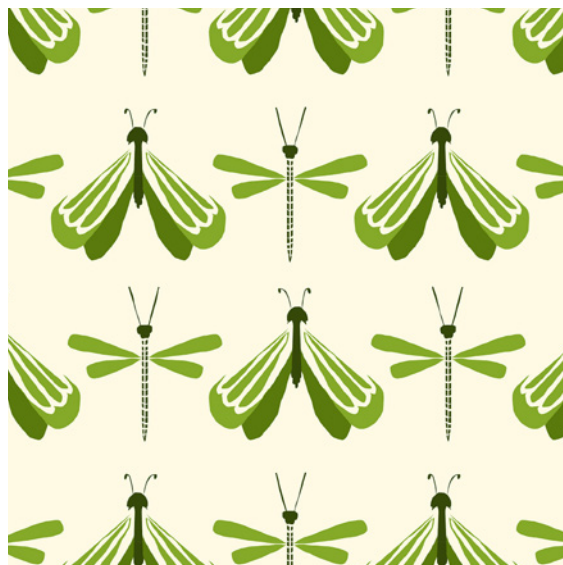
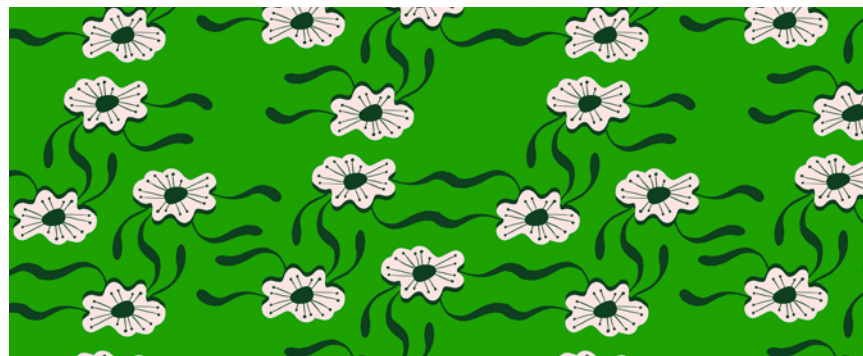
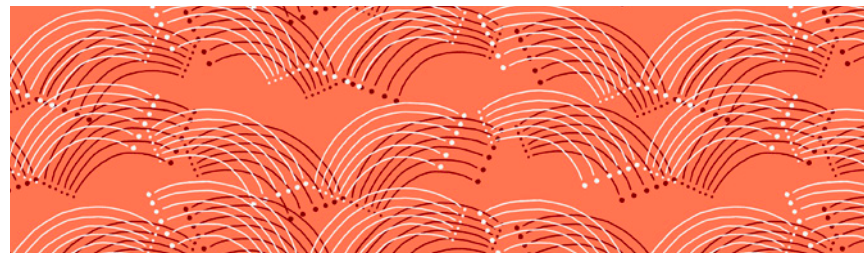
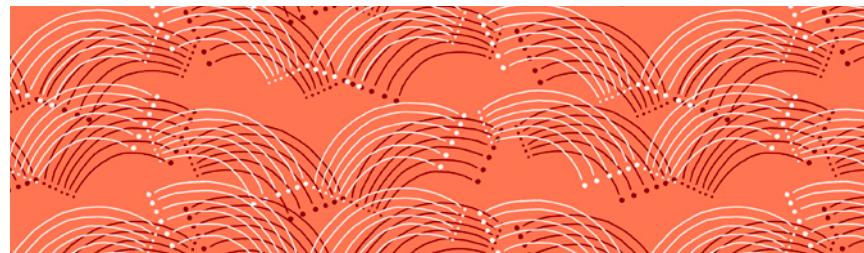
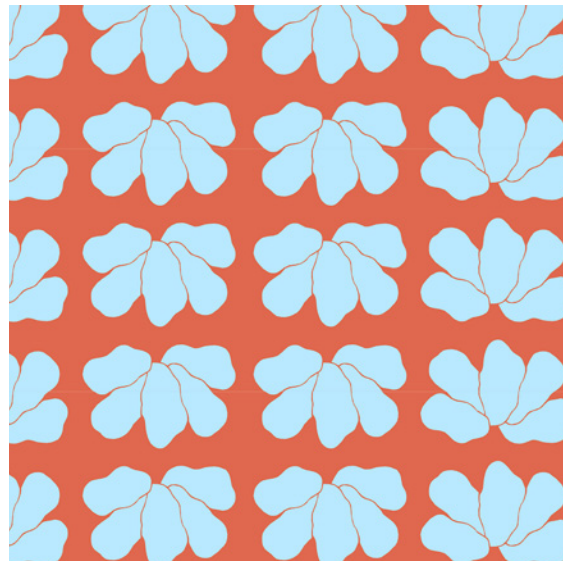




HAWTHORN

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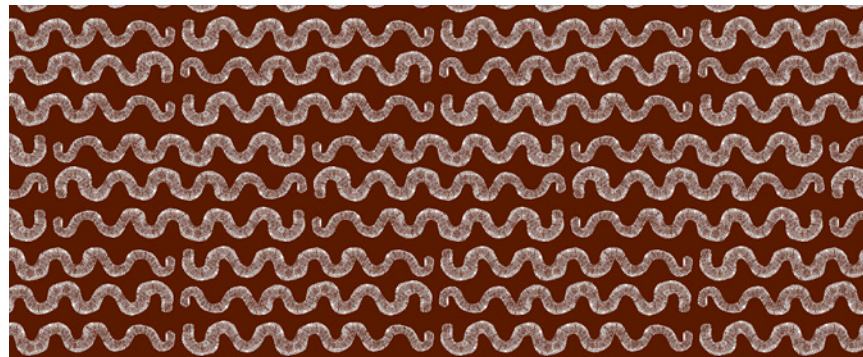
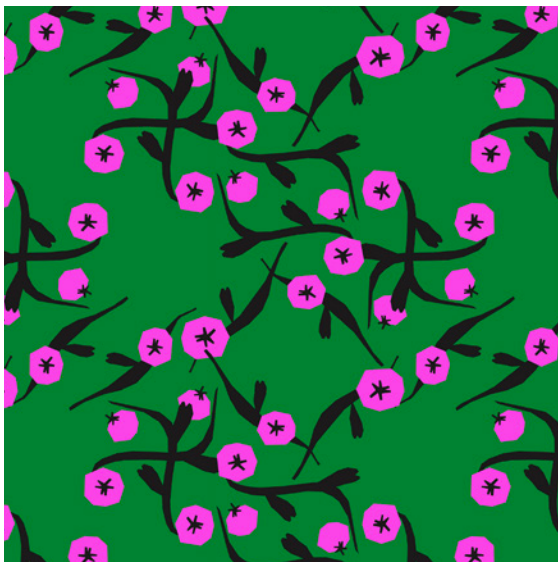
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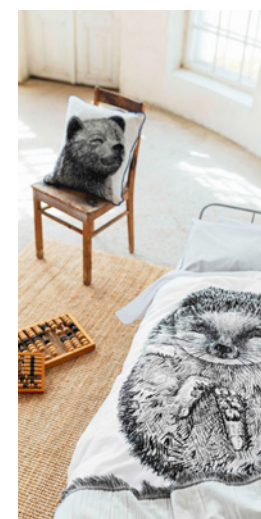
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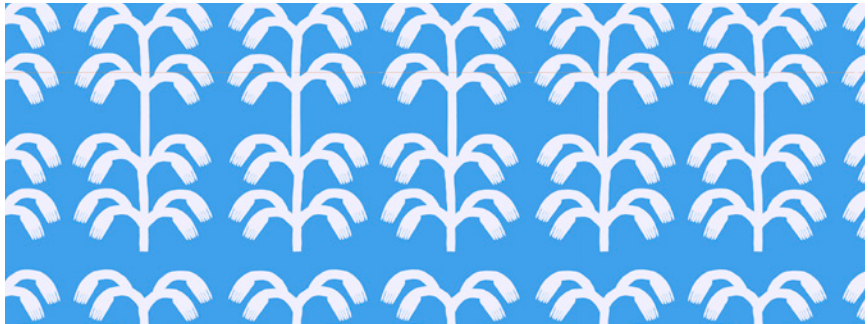
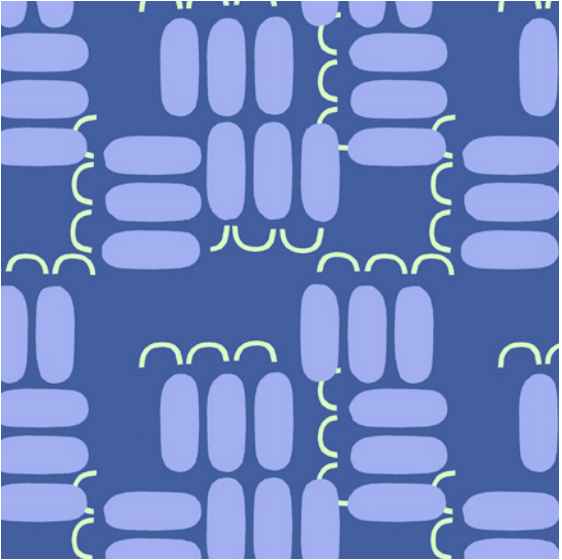
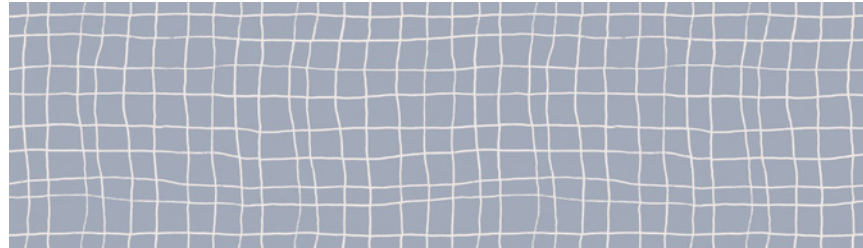
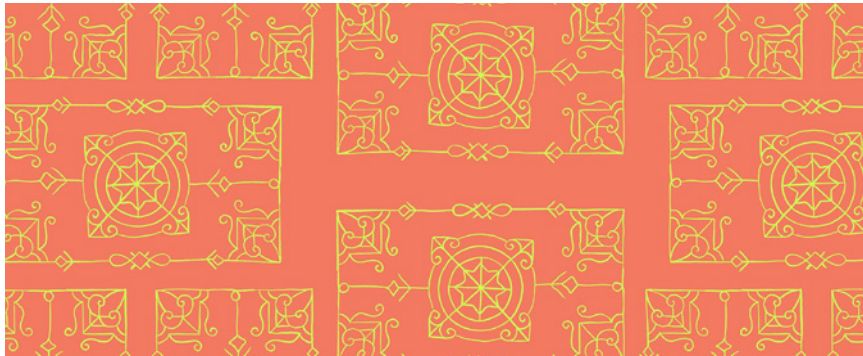


PATTERNS IN USE

Commercial releases in Europe and Japan

Manufacturers vary by product and region. Some items currently available in Japan

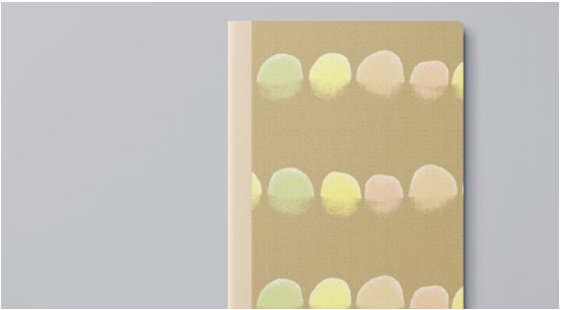
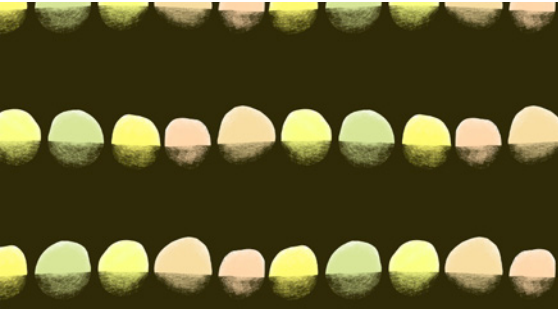
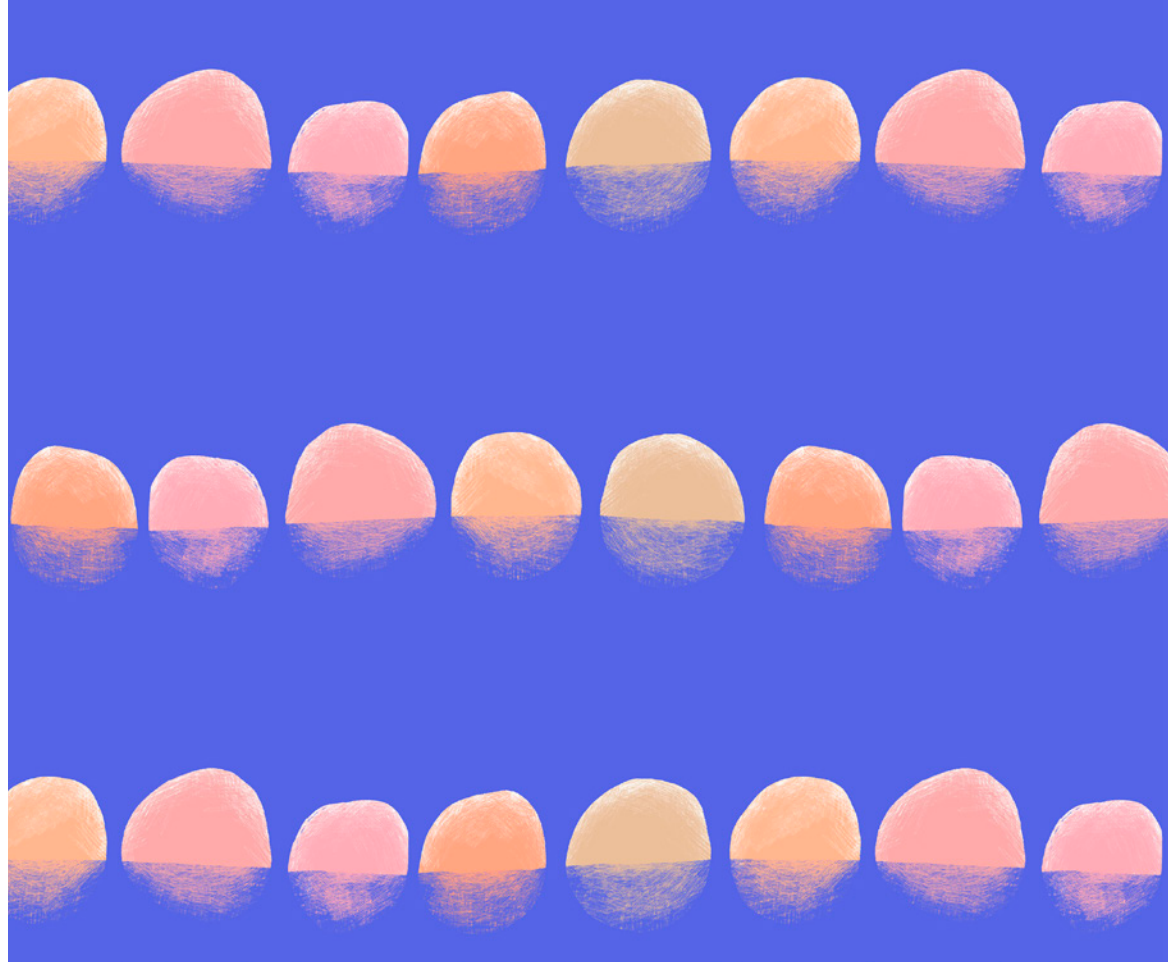
使用例



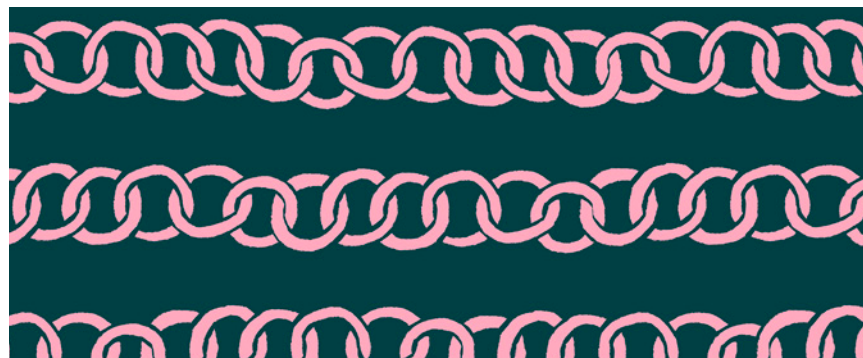
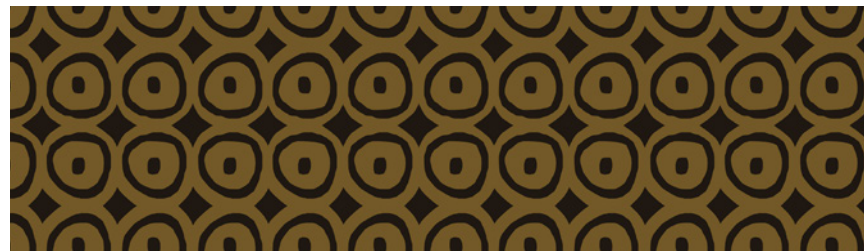
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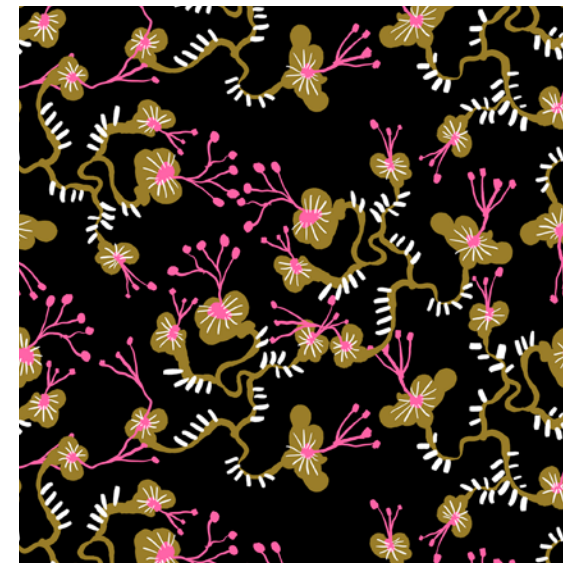
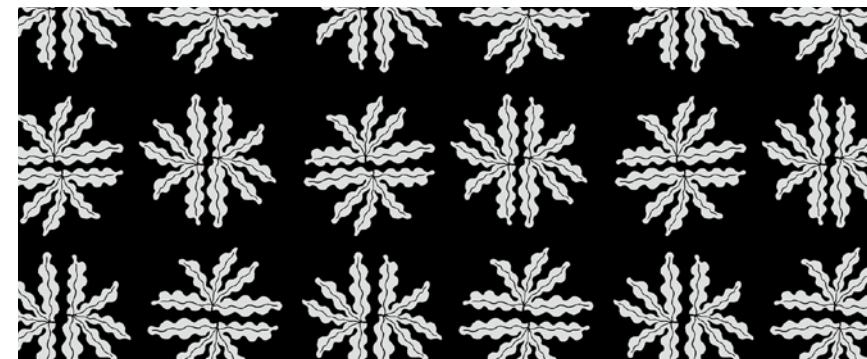
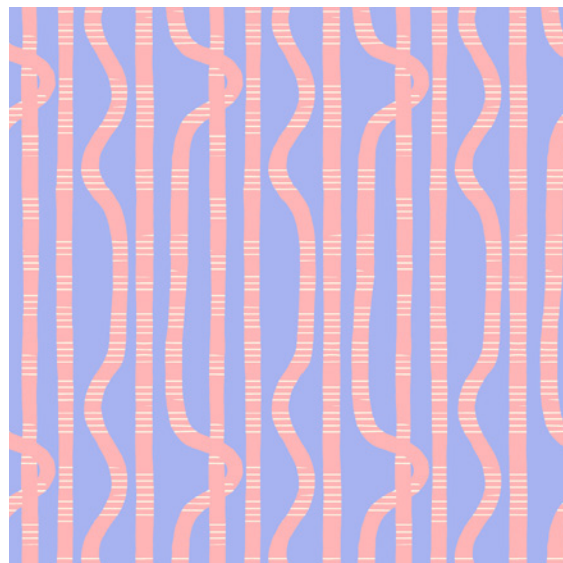
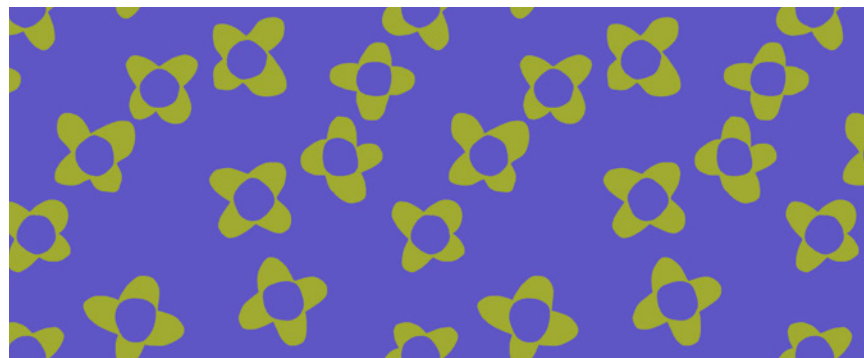
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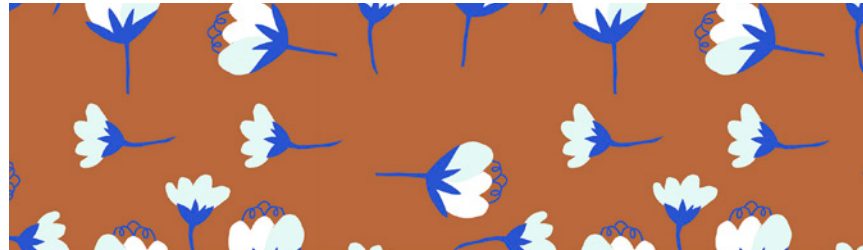
PATTERNS IN USE
 Commercial releases in Europe and Japan
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 使用例



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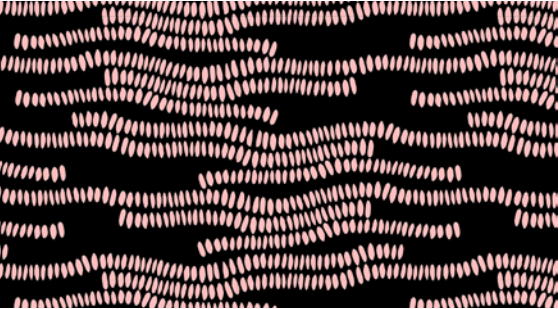
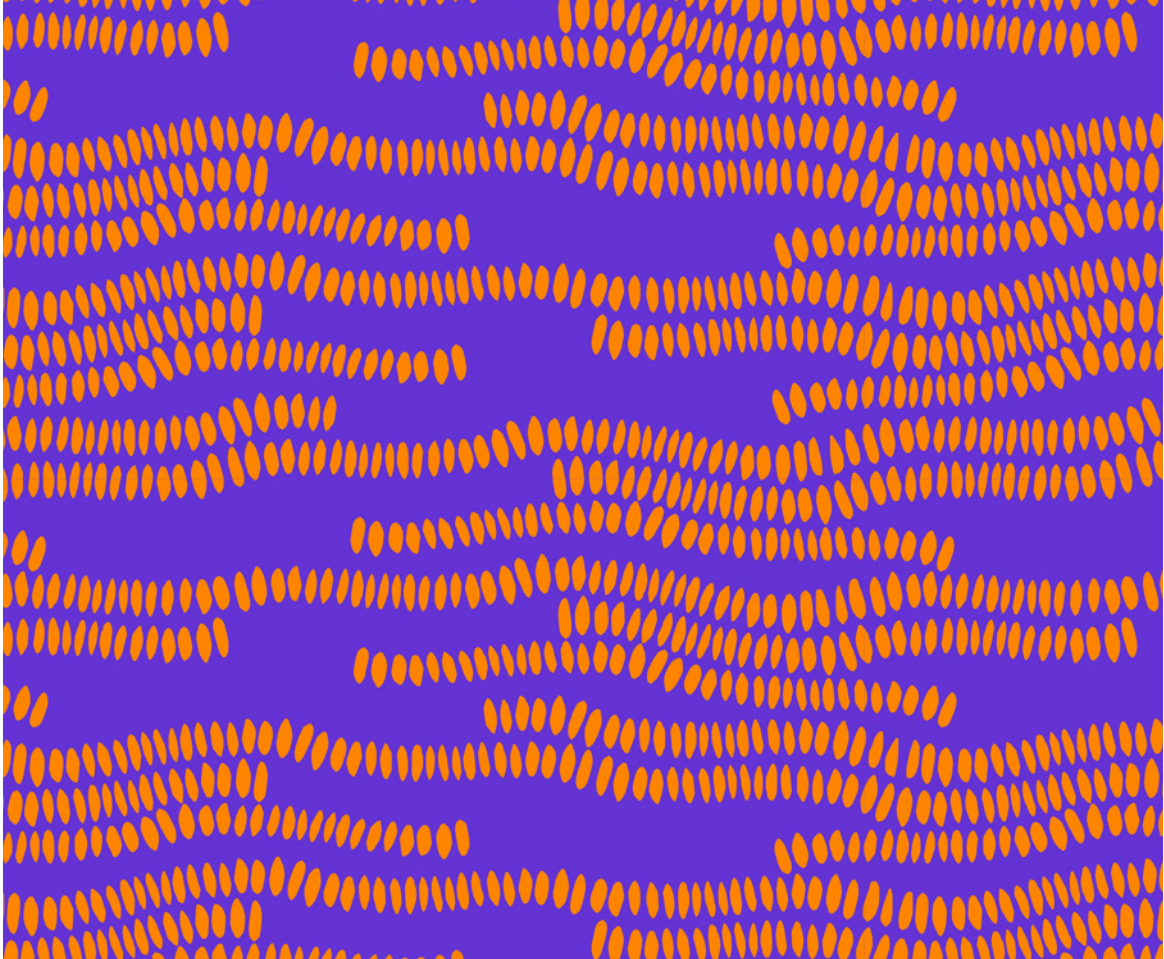
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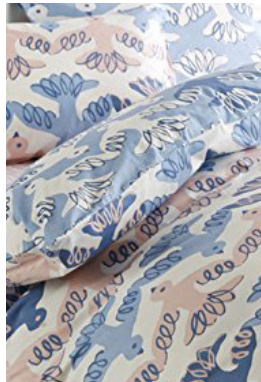
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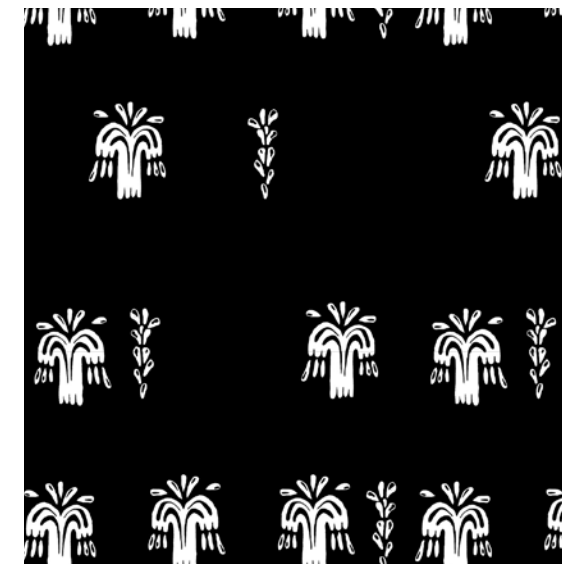
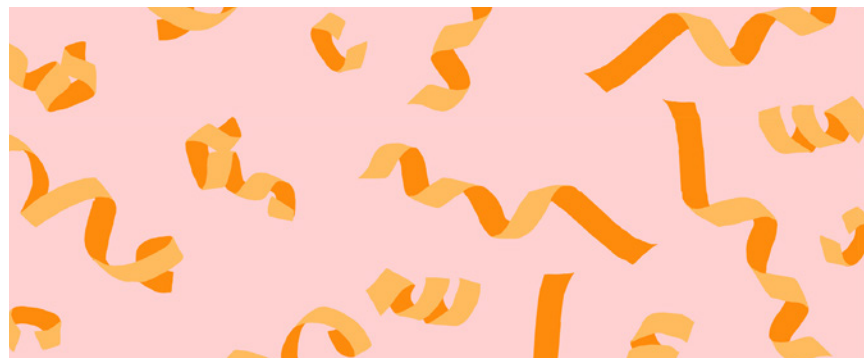


PATTERNS IN USE

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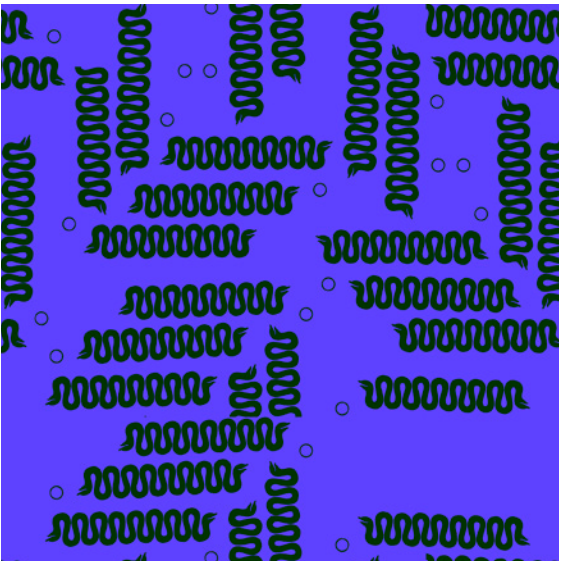
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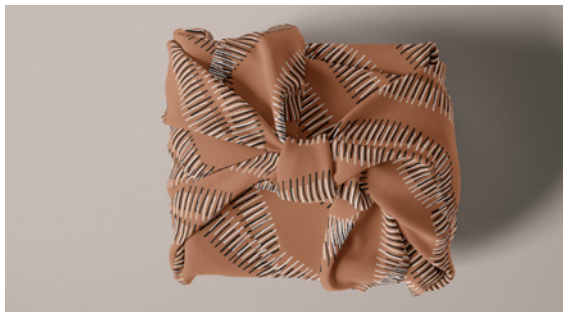
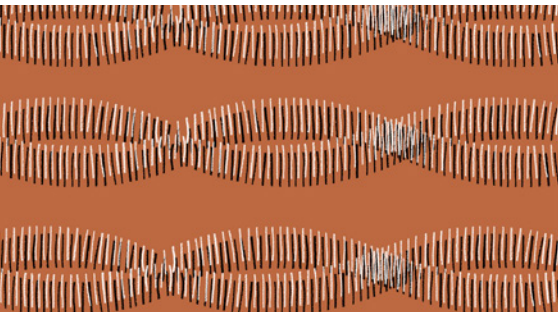
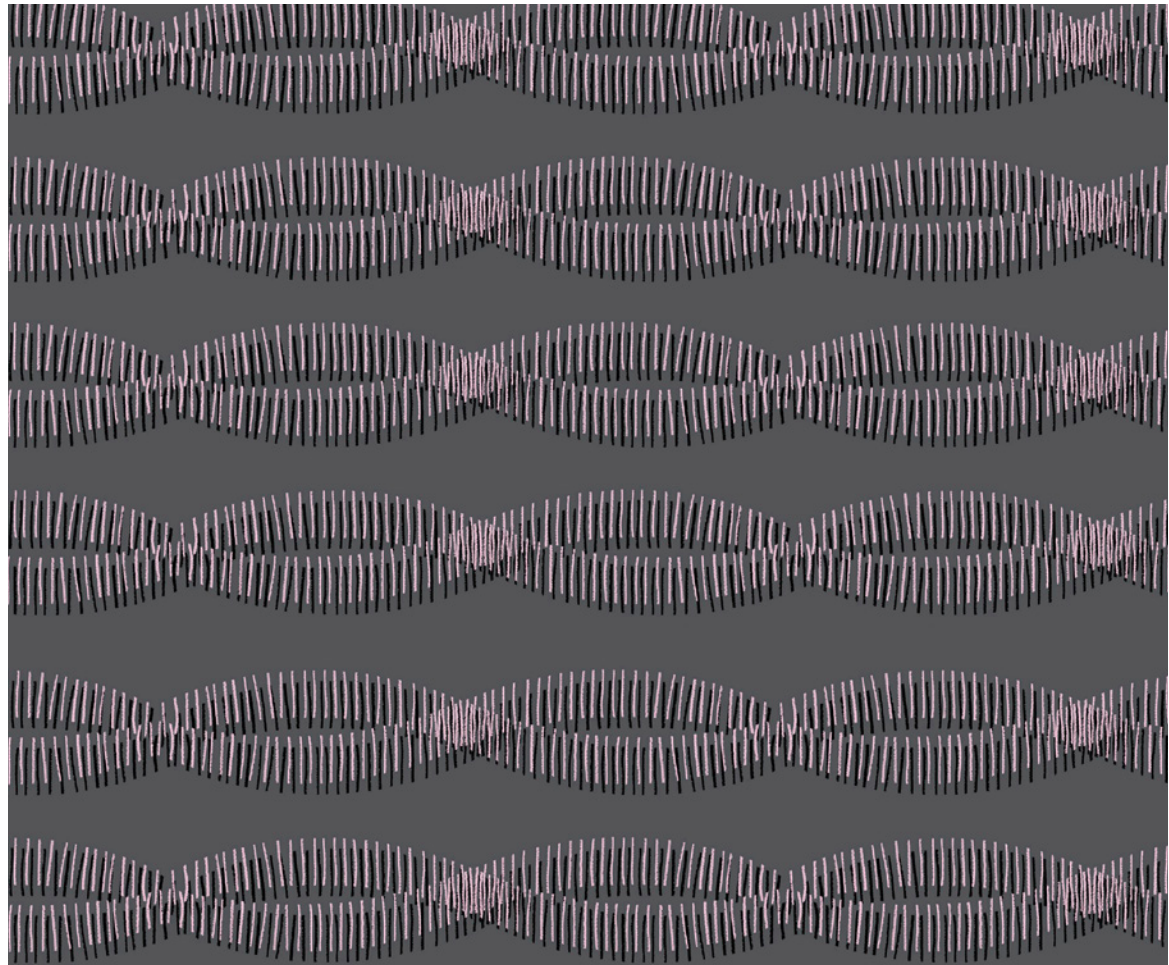


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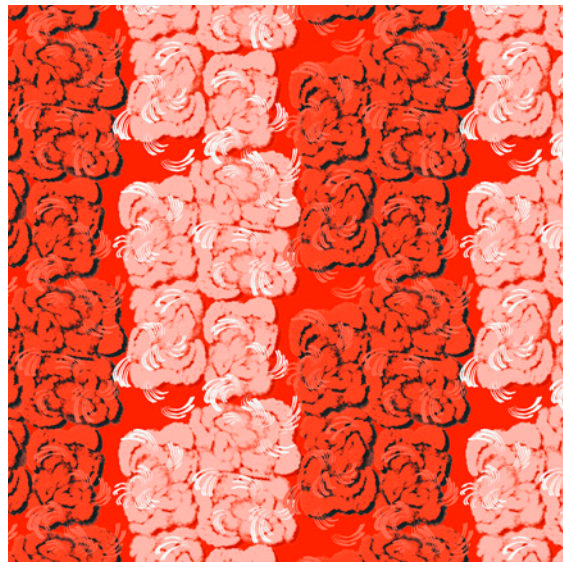
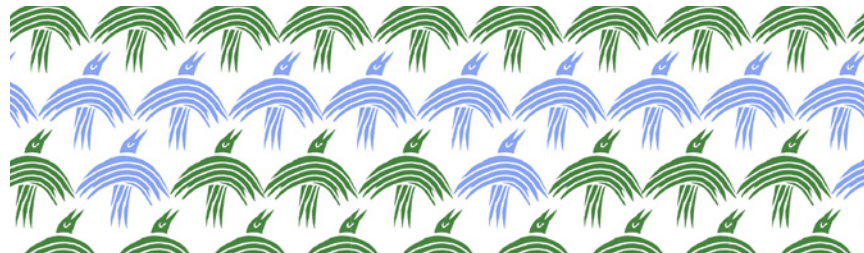
使用例



INTERLACE

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