

## Flow and Makia combine forces for the Flow Festival 2018 collection

Flow Festival and clothing brand Makia have joined forces to create a rare, limited edition clothing collection for Flow Festival 2018. Makia is a modern clothing company from Helsinki that reflects the Finnish tradition of simple straight forward design. Makia produces easily approachable and timeless pieces that excel in quality and functionality. Makia and Flow have a similar background, since both started from the idea of creating a unique experience for friends and then evolved alongside Helsinki as the city earned its current status of a Nordic cultural hub.

The Flow x Makia collection consists of black and white pieces with a modern urban feel, with prints familiar from the festival's visual identity. Flow's visual identity and prints of the collection are created by the design agency TSTO. The line includes totes, organic cotton t-shirts and hoodies and specialties such as zip hoodies and sweatshirts, as well as beanies and a raincoat, which are suitable for all Northern seasons.

The collection is available at Makia store ([Mannerheimintie 22–24](#)) and [Makia online shop](#) as well as at TRE Store in [Helsinki \(Mikonkatu 6\)](#) and [TRE online shop](#).

The products will also be sold during the Flow weekend at the festival site's Flow Shop hosted by TRE Store. TRE is a concept store, that focuses on Finnish lifestyle. TRE is committed to working towards sustainable development and offers products that are based on values such as good design, beauty, sustainability, and transparency. The Flow Shop will also be selling other products consistent with "the Flow feel".

Please notice that the collection is a limited edition.

Flow Festival takes place 10–12 August in Helsinki, Finland.

Artists at the 2018 Flow Festival include e.g. **Kendrick Lamar, Arctic Monkeys, Ms. Lauryn Hill, Patti Smith, Lykke Li, Fleet Foxes, Alma, Charlotte Gainsbourg, Bonobo, Grizzly Bear, St. Vincent** and many more.

Flow Festival's confirmed partners for 2018 are main partner Lapin Kulta, partners Aalto Yliopisto, Bright Finland, Oatly, OP, Paulig, Plan B, SEAT, Stopteltat and Sun Effects, as well as media partners Basso, Clear Channel, Helsingin Sanomat and Resident Advisor.

[www.flowfestival.com](http://www.flowfestival.com)  
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**Tickets:**

Ticketmaster [www.ticketmaster.fi](http://www.ticketmaster.fi) p.0600-10-800  
Tiketti [www.tiketti.fi](http://www.tiketti.fi) p.0600-1-1616  
3 days: 215 €.  
2 days: 159€  
1 day: 99€

Gold Area tickets:

3 days ticket 345 €.  
1 day Gold Area ticket 175€.

Ticket price includes service fee.

2-10€ donation to campaign for cleaning up the Baltic Sea can be added.

**Travel packages:**

[Festicket](#)  
[Festlane](#)

**Press images:** [www.flowfestival.com/en/media](http://www.flowfestival.com/en/media)

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