



WHEN Swedish born Kristina "Kikki" Karlsson decided to set up a home office almost ten years ago, she couldn't have known where that decision would take her.

Today she is the creative director and founder of international fashion stationery label kikki.K Swedish Home/Office Style, with 30 retail boutiques in Australia & New Zealand, and an online store that services the world.

As she set about establishing her home office, Kristina struggled to find stylish, but practical products which she had grown used to in her native Scandinavia. So she designed her own.

By combining her appreciation of design with her love of stationery, the business was born. And today devotees from around the world delight in kikki.K's range of delicious stationery, gorgeous gifts and Scandinavian design.

From first identifying a gap in the home office market, Kristina's journey included a buying trip around the world, and extensive market research. Findings overwhelmingly revealed that Kristina wasn't the only one having trouble combining form with function in her home office. She discovered that while decorating one's home in stylish furnishings and fixtures was a priority, the home office was so often forgotten. This was about to change.

In 2001, Kristina opened her first boutique in Melbourne Central. kikki.K, (that's lower-case 'k'-i-k-k-i-dot-upper-case-'K') named after her childhood nickname and last initial, was an immediate success, striking a chord with Melbourne's design-conscious consumer. Not long after, the boutique was awarded the Lord Mayor's Award for Retail Innovation.

Today kikki.K boutiques can be found in Melbourne, Sydney, Brisbane, Canberra, Perth, Gold Coast Auckland and Wellington.

The speed at which this young business has grown, and continues to grow, is testament to Kristina's determination and self belief, and has not been lost on the Australian business community.

Kristina and her business have been recognised numerous times, most recently with Kristina being named Telstra National Young Business Woman of the Year.

Almost ten years after her original idea, it's safe to say Kristina has her home office sorted.

Now she's focused on yours.

kikki.K boutiques are located in Australia and New Zealand | Shop Online @ www.kikki-k.com.au

media enquiries: neil kenna | neil@kikki-k.com.au | ph. +61 3 9645 6346 | fax. +61 3 9645 6932



MEET Swedish born Kristina "Kikki" Karlsson: stationery addict, lover of fine wine, and founder of kikki.K Swedish Home/Office Style, one of Australia's fastest growing small businesses.

Born on 7th February 1973, Kristina grew up in Falkenberg, Sweden, one of four children. In 1995 she followed her heart to Australia and has since become a permanent resident.

Little more than ten years later and Kristina has turned a desire for stylish home office products into a booming design and retail business, with 30 boutiques across Australia & New Zealand, and an online store that services the world.

Kristina started kikki.K with little business knowledge, but her drive and determination for what she felt passionate about was evident from an early age.

At the tender age of ten, little Kikki would ride her bicycle around the snow covered streets of her neighbourhood, selling and delivering Christmas books door-to-door. It's no surprise she was named best saleswoman for her region. A sign of things to come.

A love of stationery developed early. Bursting with creative energy, Kristina looked forward to the start of a new school year surrounded by new notebooks, pencils and folders - and the promise of organisation they bring. A true stationery addict.

That passion is still present today. Kristina still gets excited by the delivery of new kikki.K products, wasting no time to rip open boxes arriving at the warehouse to revel in stationery goodness.

Displaying an amazing amount of drive and enthusiasm, Kristina has followed her dream from concept to reality. If starting her own business wasn't difficult enough, doing it in her second language, with her family and friends on the other side of the world certainly added to the challenge. However it seems there's no obstacle too big for Kristina.

She is a happy, enthusiastic person with boundless energy, who loves life, thinks health is everything, and wants you to be as passionate about stationery as she is.



TIMELINE

- 2001 – November:** Melbourne Central, Melbourne
- 2003 – November:** Chadstone, Melbourne
- 2004 – June:** Bondi Junction, Sydney
- 2005 – September:** Chatswood Chase, Sydney
- 2005 – October:** QueensPlaza, Brisbane
- 2006 – July:** Bourke Street Mall, Melbourne
- 2006 – August:** Southland, Melbourne & Newmarket, Auckland (NZ)
- 2006 – September:** Eastgardens, Sydney
- 2006 – October:** Chermside, Brisbane
- 2006 – November:** QVB, Miranda, Macquarie & Chifley Plaza, Sydney
- 2007 – February:** Hornsby, Sydney
- 2007 – April:** Broadway, Sydney
- 2007 – May:** Queen Street, Auckland (NZ)
- 2007 – July:** Lt Collins St, Melbourne
- 2007 – September:** Kotara, Newcastle
- 2007 – October:** Clarendon Street & Malvern Central, Melbourne
- 2007 – November:** Highpoint, Melbourne, Castle Towers, Sydney & Shore City, Auckland (NZ)
- 2008 – March:** Rouse Hill, Sydney
- 2008 – April:** Canberra, ACT & Doncaster, Melbourne
- 2008 – June:** Queensgate, Wellington (NZ)
- 2008 – September:** Indooroopilly, Brisbane & Saudi-Arabia
- 2008 – October:** Garden City, Perth & Dubai Mall, Dubai
- 2008 – December:** Marina Mirage, Gold Coast



AWARDS

- **2007** Telstra National Young Business Woman of the Year
- **2007** Telstra Victorian Business Women's Awards – Yellow Business Owner
- **2006** Ethnic Business Awards – Best Small Business
- **2005** Swedish Business in Australia – Best Newcomer
- **2003** Women Chiefs of Enterprise International – Young Entrepreneur Award
- **2003** Telstra Business Woman's Awards State Finalist
- **2002** City of Melbourne Lord Mayor's Award for Retail Innovation
- **2002** Victorian Small Retailer of the Year
- **2002** MyBusiness Magazine 'Young Gun' Award for Business Achievement
- **2001** Channel Nine Small Business Show Australian Business Website of the Year