



## Oona Ritari

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### Profile

I am a private entrepreneur and shoe designer. My brand Mioona produces footwear, bags and accessories. I have been working with various fashion projects for 20 years. Currently I am interested in alternative and renewable materials like banana fiber textile and fish skin leather. Development studies in HAMK led me to East Africa, and finally to Uganda where various collaborations still continue.

My mission is to create things of high quality, yet bold, joyful and comfortable to wear.

### Education

Bachelor of Culture and Arts, HAMK Häme University of Applied Sciences, Finland  
2012-2016

Hair Stylist – Great Cut, Helsinki, Finland 1997-98

Professional dancer – Stockholms Balett Akademien, Stockholm, Sweden, 1989-1992

Baccalaureate – Lycée Franco-Finlandais, Helsinki, Finland, 1974-87

### Work experience

#### **DESIGNER, MIOONA, 2014-**

Shoe, bags and jewelry design and production

Collaboration with Tefad, Uganda 2016 -

Lecturer at HAMK in footwear design and Global Fashion Business courses, 2017

Noted in publications such as "In Fredrika's footsteps" (HAMK 2015), Hämeen Sanomat 20.2.2016, Taito magazine 3/2015, Suuri Käsiyö magazine 8/2015, Kotivinkki magazine 5/15, Schön Magazine 2015, Helsingin Sanomat 14.5.2015

#### **HAIR STYLIST 1997-**

Wide experience working in fashion field and in hi-end hair salons in Helsinki

Hiushuone Ihana, Helsinki, 2006-

Hiusmuotoilu Point, Helsinki 2000-2006

Maffi, Helsinki, 1997-2000

In addition to salon work I have participated in numerous fashion shows for ex. Ivana Helsinki, Jukka Rintala, Marimekko, Paola Suhonen, Helsinki fashion fairs.

Tv productions such as Muodin huipulle (Project Runway) and Tanssii Tähtien Kanssa (Dancing with the stars), Plan Gala

**PROFESSIONAL DANCER,**

**STOCKHOLM, HELSINKI, HAVANA 1992-2008**

Worked in numerous countries and scenes with choreographers like Tuomo Railo, Juan Pujals, Adam Darius, Narciso Medina, Vivianne Budsko-Lommi, Maija Lepistö,..

2.place in European masters of couple salsa in 1996

Participated in tv commercials such as OKO Bank2004-06, Sdp elections 1999, Ofelia1998, Tunturi bikes1993, Fii1993, ..

Dance teacher in Tanssiopisto Sonja Tammela 2007-08, Dance Zone 1996-98  
Tanssikoulu Leila Ketola 1994

## Language skills

Fluent in Finnish, Swedish, English, French and Spanish

