

Dear Friends,
Thank you for welcoming Suunto Lumi
into your outdoor lives. We are proud
to share with you our adventure.

SUUNTO LUMI: THE JOURNEY

SEPTEMBER 2007

Summer has just passed, with its vibrant greens and luminescent nights. The short weekends have been spent outdoors, in the archipelago, where the sea kayaks silently pass by. In the office, our weeks have been filled with the last and important adjustments for our important launch. Now fall is here and with that; **Suunto Lumi**.

FEBRUARY 2006

As the number one company in the outdoor instrument industry, Suunto has since 1998 had an extensive and successful product line. The product line has also been specifically masculine. We knew that had to change. During the last years, the demand for female-specific products has grown tremendously and nearly all of the companies within the outdoor industry have launched or planned female products. Among these were no outdoor watch manufacturers – we were the ones to do it.

We wanted to get it right from the beginning – so we started talking with the girls and women out there, both the more active ones and others that simply enjoy the outdoors when time allows. The response was overwhelming and showed that we were right in our assumptions – women are tired of black bulky outdoor watches that don't fit, don't get to the point, and don't look stylish. Women wanted their own altimeters, with the right size and fit, stylish enough to suit most environments. And, they should be easy to operate, showing just the right information at a time and nothing else. Or – “helping, but not disturbing”, as one of the girls said.

A FEMALE JOURNEY

From the beginning of this product development journey, women have been in key positions in the development team. Elizabeth, the designer – and Anna, the product manager. Tarja, taking care of the communication – and Jaana, heading the web development. Minna, Sanna, Katariina, Vrana, Lauren and Meta – women from all over the world have been involved in the development process. Together we have spent the last year tossing ideas, trying concepts, developing the products and constantly checking with the women out there – our great users with their clear ideas of what the products should be like. We have spent chilly spring afternoons, bursting summer days and rich fall evenings working, thinking and living with these embryos of outdoor female instruments. Dark November mornings and sparkling February days in this Nordic climate – during all these seasons and months we have gathered inspiration, adjusted directions and made choices for these products that day by day have grown closer to us all. We have tried the first prototypes, laughed of joy and cried of frustration – and for every challenge met and overcome we have become convinced that we are doing the right thing.

DESIGN AS THE CENTER POINT

From the beginning it was clear that we could not compromise on the design. Many were the iteration rounds with different design directions but we always came back to the essentials – keep it simple, clean and beautiful. It makes us happy to see that the women out there seem to have the same opinion as we do – we already receive a lot of positive comments about the Lumi design.



IDENTITY

In Finnish, Lumi means snow. It is a very suitable name for the first female outdoor instrument – snow sparkles, glitters, gleams and is pure luminescence. It is also representing the outdoors, with its white softness and icy edge, suitable for so many different outdoor activities from toboggan rides to backcountry skiing. And, for many of us, snow reminds us of happy childhoods and leisurely vacations, of dark winter evenings with a cozy fire burning.

We wanted our Lumi to be stylish enough to accompany you as a daily timepiece – but edgy enough to be the partner you need in all your outdoor activities. We wanted to bring the feeling of a really beautiful object and at the same time the knowledge that it is a state-of-the-art technical piece. Suunto Lumi is just like so many women out there – beautiful and capable, multi-faceted.

THE JOURNEY WAS OUR GOAL

We have just experienced the excited feelings when seeing the first box of ready made Lumis land on the floor – and now we eagerly await the moment when the first women will be able to wear our sleek and stylish Lumi.

For us, this has been a project where the journey itself has been as important as the goal. In developing the products together with the end users, we have proven that it is possible to turn complex technical instruments into intuitive easy instruments, to make them beautiful and wearable and utterly feminine – without compromising a single bit on the quality, accuracy or functionality. Suunto Lumi is not only a female outdoor instrument; Suunto Lumi is our outdoor jewel.

We will continue to gather feedback from all of you outdoorsy women. For us, now a new journey starts. The end station is not yet defined, but the journey will involve active, happy and energetic women of all ages, interested in our products. Along the way we will bring you a lot of new content, through our website and our newsletters. We will stop and listen to what you think about Suunto Lumi and somewhere close to the end station, most likely the next generation of products, new colors or materials will await you.

Thank you for taking part of our Lumi journey. We hope that you will enjoy Suunto Lumi as much as we do!

*Sincerely,
Anna Markelin
Suunto Outdoor Product Mgr*