
Johanna Rautiainen

Year of Birth:

Grew up in: Eastern part of Finland

Studies: Lahden Muotoiluinstituutti

Best known for: Prints and patterns for clothing

Designer profile

Johanna Rautiainen joined the team as a freelance designer for Heimtextil 2018. Her style was liked very much, so she got a permanent position in the agency during summer 2018.

Johanna can find inspiration anywhere, as long as the mood and the mindset are right. Travelling, new cultures, music, nature, scents and urban landscapes provide her an endless source of inspiration, time after time. She finds motivation when she gets a new perspective to things.

Drawing, painting, photography, even reading, are important as a beginning of a design process for Johanna. What she sees, reads, smells or hears translates first into pictures and later on into patterns.

As a designer, Johanna is intuitive. She is interested in following what's happening around, but she doesn't want to be a slave to trends. This seems to be a right way to walk as several of her designs have ended up to sports apparel during the years worked in sports wear industry.

Johanna is fascinated by the thought that patterns have so many end uses. That creates endless possibilities, and opportunities to design. She is looking forward to learn more of print pattern design in bigger scale, and get feedback from the end customers, as that will help her to develop as a designer.

Johanna is a lover of details and she enjoys the small things in life. Autumn is a great season for this, when the nature is full of colors and starting to slow down after a season of blossoming and sharing it's gems during the summer. Then it's a good time to turn in, settle, and notice things that are around - this is one of the most inspiring seasons of all. This process often translates into drawing and later on into patterns.