



WESTWING

WESTWING EXPANDS TO FINLAND AND SLOVENIA

Bringing Beautiful Living to new European design markets

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Westwing, Europe's #1 in Beautiful Living e-commerce, continues its pan-European growth with launches in Finland and Slovenia, marking additional milestones in its strategic expansion across Northern and Southeastern Europe. With these market entries, Westwing now operates in 18 countries, further strengthening its position as the leading premium one-stop destination for Home & Living.

Both Finland and Slovenia are digitally engaged markets with a strong appreciation for timeless design, quality materials and inspiring living environments. These design-conscious audiences show growing demand for curated, high-quality Home & Living solutions - making them ideal fits for Westwing's vision of Beautiful Living.

Slovenia is a dynamic market with a strong affinity for stylish, high-quality interior solutions. With a carefully selected assortment that includes the Westwing Collection as well as brands such as GUBI, Kartell, Ferm Living and FontanaArte – and a strong focus on timeless craftsmanship and digital convenience – Westwing now brings its passion for meaningful interiors and personal expression to even more Design Lovers across Europe.

Finland, celebrated for its Nordic minimalism, warm interiors and nature-inspired aesthetics, is a natural fit for Westwing's design philosophy. Finnish Design Lovers are rarely guided by fast-moving trends; instead, valued by timeless aesthetics, quality materials and enduring functionality. This is clearly reflected in Finland's deep design heritage. Partner brands in Westwing's Finnish portfolio include Ferm Living, Louis Poulsen, Alessi, Georg Jensen and Iittala. This lasting appreciation for thoughtful, timeless design aligns perfectly with Westwing's purpose as The Beautiful Living Company: to inspire people to create homes that unlock the full beauty of life.

With these expansions, Westwing continues its path toward becoming the Superbrand in Design – combining style, quality and inspiration through responsibly sourced materials and an exceptional digital experience.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 18 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 497 million in 2024. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

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